65

BROADCASTING

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Broadcast Advertising

Vol. 10 • No. 8

WASHINGTON, D. C.
APRIL 15, 1936

Foreign
$4.00 the Year

$3.00 the Year
15¢ the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

E JOHN CRER
APR 13 1936
LIBRARY

WHERE YOU HAVE GROUND TO COVER

... One GOOD SNOW PLOW IS WORTH A dozen SHOVELS

CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. • Des Moines, Iowa • Phone 3-7147
National Representatives FREE & SLEININGER, Inc.
New York, Detroit, Chicago, Los Angeles, San Francisco

● As exercise, snow-shoveling has its points. But to keep traffic moving over wide areas, highway departments choose snow plows for much the same reason that experienced merchandisers choose WHO—Results at Low Cost.

For value to advertisers, WHO's 50 KW transmitter is located most strategically. In contrast to the compact, vertical markets covered by many eastern radio stations, WHO's market is a broad, horizontal market. In selling Iowa, you have ground to cover. And where you have ground to cover, one good snow plow is worth a dozen shovels.

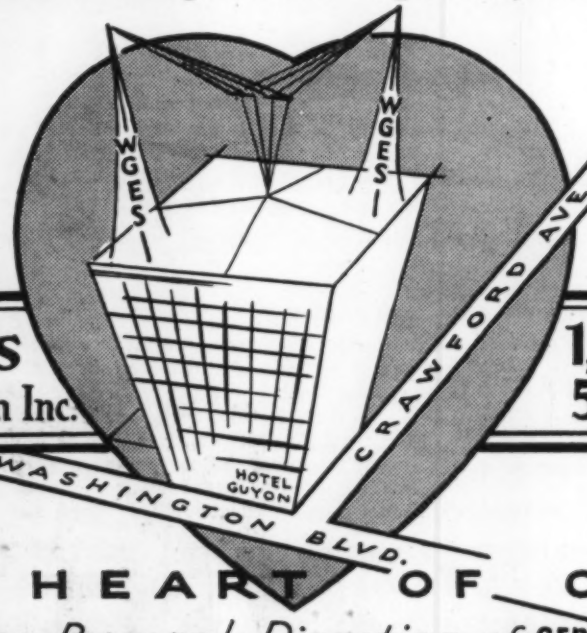
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

free! There's a possibility that we might be wrong in some of the important statements we made on this page! We do not believe so—however, to see that justice is done to all, WGES makes this offer: *We will pay for this same sized advertisement in BROADCASTING and devote it entirely to a correction of any mis-statement and to honoring the Chicago radio station that can surpass our record as set down here!*

WGES

1st IN CHICAGO

First . . . in NUMBER of Local Chicago Accounts!
First . . . in HOURS per day Sponsored by Chicago Accounts!
First . . . in NUMBER of REPEAT Contracts from Local Accounts!
First . . . in RESULTS per dollar spent by Local Accounts!



Oak Leaves Broadcasting Station Inc.

1,000 and 500 Watts

IN THE HEART OF CHICAGO

. . . under Personal Direction of **GENE T. DYER**

WNAC commands in Boston—

22.0% more listeners than the first competing outlet.

43.2% more listeners than the second competing outlet.

THESE figures are based on the ten weeks' metered audience survey made by Professor Robert F. Elder of Massachusetts Institute of Technology, from Sunday, November 3, 1935 through Saturday, January 11, 1936. The results are the actual listening record of 1000 families to 101,004 quarter-hour periods, and are conclusive proof that WNAC is the dominant station in the Boston area.

James W. Baldwin, managing director, National Association of Broadcasters, National Press Building, Washington, D.C., says: "I just want to tell you that I believe your brochure describing the Elder metered survey marks an important milestone in the marketing of radio time."

If you have not received your copy, write for booklet, "WNAC Again Proves Its Leadership."

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

YANKEE NETWORK

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building. Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

THIS BOOK — which took 34 years to write — gives exact measurements of the power of the spoken word.*

The facilities for speeding the spoken word into more than 22,800,000 radio homes are not Columbia's alone; they are shared by the broadcasting industry. So, too, this book of ours belongs to all who use, or who may use, radio broadcasting.

It will suggest, we think, to those who are not yet on the air, that a medium which so sharply imprints its message on the mind — and on the nation — can be a valuable aid to marketing.

---

* Dr. Pearce, in 1902, observed that *"auditory suggestion is stronger than visual."* Dr. Rankin, 27 years later, explained why. If you have not yet seen "Exact Measurements of The Spoken Word" in which the experiments of these psychologists, and many others, are summarized, copies of its limited edition are available. We will send them, on request, while the edition lasts.

COLUMBIA BROADCASTING SYSTEM

XUM

XUM

Do you need light on radio?

WHAT with business and appropriations *up*, we're beginning to run across a good many people who are now ready for the first time to begin talking *radio*.

If you're one such, there's no reason in the world for you to feel backward about lack of experience . . . there's many an oldster who's really in the same boat.

So instead of struggling endlessly to dope the entire subject out for yourself, give us a call.

We'll explain anything you want to know . . . put you in touch with the people you need for creative or other assistance . . . be generally helpful in any and every way you wish.

Incidentally, in case you don't know *this*, our service doesn't cost you a cent. We're paid by the stations we represent, to give you the kind of service *they'd* give you direct, if it were economically feasible . . . Won't you drop us a line?

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
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WIS	(NBC)	Columbia	WKZO	(MRN)	Kalamazoo
WAIU		Columbus	WNOX	(CBS)	Knoxville
WOC	(CBS)	Davenport	KFAB	(CBS)	Lincoln-Omaha
WDAY	(NBC)	Fargo	KOMA	(CBS-SBS)	Oklahoma City
KTAT	(SBS)	Fort Worth	WMBD	(CBS)	Peoria

WPTF	(NBC)	Raleigh
KTSA	(CBS-SBS)	San Antonio
WDAE	(CBS)	Tampa
KTUL	(CBS)	Tulsa
KVI	(CBS)	Tacoma

and

Southwest Broadcasting System

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 8 WASHINGTON, D. C., APRIL 15, 1936 $3.00 A YEAR — 15c A COPY

Networks Shift Their New England Lineups

WEEI and WNAC to Swap Affiliations in Moves That Doom Regional Chains; Pacific Coast Changes Pend

NEW ENGLAND became the focal point of radio interest during the last fortnight, with the announcement that WEEI, Boston, had been leased to CBS for a six-year period and that WNAC, Boston, would replace it on the NBC-Red Network, the shifts to take place on Oct. 4 of this year if present commitments make this practicable. Coming close on the heels of the CBS agreement to purchase KNX, Hollywood, the New England shift envisages a radically new alignment of NBC, CBS and regional network affiliations that will change the broadcast structure in that territory materially.

As summarized in the accompanying box on this page, the interplay of consequences of the CBS-WEEI deal led to many other shifts, notably the decision of John Shepard 3d to withdraw two of his other stations (WEAN, Providence, and WICC, Bridgeport) from CBS and NBC's decision to add them to its basic Blue Network; the decision of CBS to add the independent WPRO, Providence, to its basic network in lieu of WEAN; the virtual collapse of both the New England and Yankee regional networks, and the apparent calling off of the deal to sell WTIC to the Cherry & Webb interests and move it into the Boston-Providence area as a CBS outlet.

New England Shakeup at a Glance

1. WEEI, Boston, is leased to CBS for period of six years, contract to become effective April 1, 1937, *or sooner*, depending upon arrangements with other outlets and subject to FCC approval.

2. WNAC, Boston, leaves CBS and joins basic NBC-Red network on Oct. 4, 1936, or later, depending upon arrangement with WEEI.

3. WEAN, Providence, and WICC, Bridgeport, leave CBS and become basic NBC-Blue network outlets on Jan. 1, 1937, or sooner, depending upon CBS commitments.

4. WPRO, Providence, leaves Inter-City Group and becomes basic CBS outlet on Jan. 1, 1937.

5. New England Network, comprising five NBC-Red stations, will cease to exist when WEEI joins CBS, as does Yankee Network as now constituted. John Shepard 3d, president of Yankee Network, has plans under way to reorganize Yankee Network of eight or nine stations with new alignment that excludes CBS outlets.

6. Projected sale of WTIC, Hartford, to Cherry & Webb department store interests of Providence, which was conditional upon FCC consent to its removal to Massachusetts to become Boston-Providence outlet of CBS, practically called off so far as present principals are concerned, though CBS still interested in possibility of acquiring it at present location.

7. New England shifts somewhat paralleled on Pacific Coast where KNX has gone under purchase option to CBS [see April 1 BROADCASTING] while status of KSFO, San Francisco, remains uncertain, though it may replace KFRC as CBS outlet when Don Lee-CBS affiliations are severed.

California Developments

THE New England shakeup, in a sense, parallels the California situation, where the KNX sale to CBS, subject to FCC approval, means the cessation of CBS affiliations with the Don Lee Network. While Mr. Pabst of the Don Lee organization was in New York early this month to effect new lineups—Don Lee being particularly interested in a possible link with Mutual Broadcasting System—it was also learned by BROADCASTING that CBS is giving serious consideration to replacing KFRC, Don Lee station in San Francisco, with KSFO, now linked with KNX. Whether a purchase or lease arrangement for KSFO was in prospect could not be determined.

Herbert V. Ackerberg, manager of station relations for CBS, who with M. R. Runyon, CBS treasurer, closed both the KNX and WEEI deals, was scheduled to leave for Los Angeles April 11 for an indefinite visit to size up the situation there, particularly with respect to plans for the future management of KNX.

The WEEI deal was consummated after spirited bidding on the part of at least four major principals, with several others entering into the picture indirectly. The Edison Electric Illuminating Co. of Boston, operator of the station, recently made it known quietly that it was disposed to forsake the broadcasting business in view of the pressure against public utility operation of stations. NBC, CBS, Hearst and the *Boston Herald-Traveler*, the latter long eagerly seeking a foothold in Boston radio, all entered bids.

Although Joseph Groce, public relations director of the utility, has had the station under his direct charge for many years, the negotiations were handled by Frank Comerfort, chairman of the utility company's board. In turn the proposals were submitted, NBC renewing its previous offers to purchase or assume a management lease on the station and bringing its bid on the latter proposal to $175,000 a year of 30% of the gross; Hearst offering a reported $215,000 yearly lease price; the *Boston Herald-Traveler* offering a reported $200,000, and CBS offering a deal accepted by the utility executives as substantially better than any of these. It is also learned that overtures for acquisition of WEEI were made by other interests said to involve Joseph B. Kennedy, former chairman of the Securities & Exchange Commission, Gov. James Curley of Massachusetts and the Filene department store interests.

Details of the CBS deal for WEEI have not been disclosed, although various figures have been rumored which BROADCASTING has been unable to verify. The deal, it is understood, involves many complicated collateral considerations which will not be revealed until application for the license transfer is made to the FCC. Approval by the FCC is required.

When he learned of the CBS-WEEI deal John Shepard 3d, operator of WNAC, went into consultation with Lenox R. Lohr, NBC president, as a result of which it was determined on March 31 that WNAC would replace WEEI on the NBC-Red chain. Seeking to sever his other connections with CBS, Mr. Shepard the following day was able to reach an agreement with Mr. Lohr whereby his Providence and Bridgeport stations went on the NBC-Blue network. Mr. Shepard, it was learned, accepted the regular NBC station compensation formula, securing no special deal, and it is tentatively planned that WNAC will be added to the NBC-Red rate card at $400 an hour while WEAN is quoted at $200 and WICC at $160. CBS has not indicated its proposed rate on WEEI. The present Shepard contracts with CBS have until Dec. 31, 1936, to run.

Losing its Providence outlet, CBS within a few days signed WPRO, heretofore operating as an independent but with an Inter-City Group tieup and an alternate tieup with Yankee Network, the CBS affiliation to become effective when the other shifts are consummated. William Cherry acted for Cherry & Webb, operating WPRO, in effecting this deal.

Effect on Regional Nets

UNDER its arrangement with WEEI and WPRO, as with all its other associated stations, CBS requires that they shall not affiliate with any other network, which automatically excludes WPRO from the Inter-City Group. On the other hand, while NBC imposes no such prohibition upon its affiliated stations, it is known that a gentlemen's agreement exists with John Shepard whereby WNAC will not remain an outlet for MBS. Mr. Shepard, however, is under no restraints as to regional network operation so long as this does not interfere with stipulated time clearances for NBC programs. Thus Mr. Shepard, to continue his relationship with MBS, will probably use WAAB, his other Boston station, as the outlet for that growing network's commercials. MBS, however, appears to be stymied for further expansion in New England unless it can secure present NBC outlets.

The WEEI shift to CBS and the WNAC shift to NBC also remove the keystones of the arches upon which the New England and Yankee networks, respectively, are at present constituted. The New England Network comprises WEEI, Boston; WTIC, Hartford; WCSH, Portland; WTAG, Worcester, and

WJAR, Providence — all NBC-Red network stations—and it has been carrying a substantial amount of daytime commercials on a cooperative basis. It has its own salaried representative in New York, Joseph J. Weed, and exclusive commission representative in Chicago, C. C. Weed, who represent not only the network but the five stations individually.

With its Boston outlet lost to CBS, which does not permit other affiliations, the New England Network presumably will go out of existence. However, Mr. Shepard has lost no time in contacting these and other stations in the New England territory with the idea of a reorganized network. The Yankee Network, headed by Shepard, comprises 12 stations and two alternates, including the Shepard-owned WNAC and WAAB, WEAN and WICC. Most of the others are CBS outlets, which will come under the same restraints as WEEI.

Accordingly, Mr. Shepard has proposed to some of the present New England and Yankee affiliates the reorganization of a single regional for that territory to be called the Yankee Network and to be headed and operated by his Boston organization. Tentatively he has in mind a regional chain comprising the following stations: WNAC, Boston; WEAN, Providence; WTAG, Worcester; WTIC, Hartford; WICC, Bridgeport; WCSH, Portland; WLLH, Lowell; WNBH, New Bedford, and possibly WFEA, Manchester, N. H. This lineup, however, is by no means arranged as yet and its commercial importance will depend largely upon how much time clearance, particularly daytime, the NBC affiliations of the various stations will require.

The Biblical Touch

THE CBS-WEEI deal came as a surprise to practically all WEEI executives and employes, and was rather abruptly announced to the Boston press. Mr. Shepard knew that negotiations were in progress and quickly prepared to complete a deal with NBC, which made haste to release the story of WNAC's defection to NBC before the WEEI lease by CBS was made known. It has been well known in radio circles that CBS has not been satisfied with its Shepard contract, and the move to seek a transfer of WTIC to the Boston-Hartford area was believed to be largely inspired by CBS to gain a Boston outlet on more favorable terms. Thus there was a humorous turn to the CBS-WEEI deal when Mr. Runyon wired to John Shepard, by way of announcing the deal: "The Lord is my Shepard I shall not want"—apparently to impress upon the Boston operator that CBS had at last wrested itself from his domination in New England.

Mr. Shepard asserted that he will retain Edward Petry & Co. as representatives for his own stations and would insist upon that concern as national representatives for the proposed reorganized Yankee Network, which he intends to key and operate through his Boston selling organization. The four remaining New England Network outlets, it was indicated, might retain the Weed selling organization for the individual national spot sales.

The logical consequence of the several shifts impending was, of course, to obviate the need for removal of WTIC into the Boston-Hartford area, although CBS still has its eye on that station in Hartford. An agreement to sell the station to Cherry & Webb, conditional upon its removal, was tentatively reached several months ago and a deposit of $25,000 on the purchase price of $675,000 was paid to the Travelers insurance interests, operators of WTIC. The insurance concern, it is known, was interested in selling chiefly because the station has been operating at a heavy loss. Now on full time, its deficits are being cut substantially under the renewed active management of Paul W. Morency, and the insurance company is inclined now to drop the deal and remain in the broadcasting business. Moreover, both Senators Mahoney and Lonergan of Connecticut have indicated in no uncertain terms that they would combat any proposal to remove WTIC from Hartford.

Baldwin Soon to Offer Copyright Plan For Music Supply Within the Industry

A SPECIAL meeting of the NAB board of directors will be called by James W. Baldwin, managing director, within the next two or three weeks to consider a report proposing creation of a music supply within the broadcasting industry and free from the restraints of outside groups. The report will be submitted by Mr. Baldwin in pursuance of instructions given him at the last board meeting Feb. 3 in Chicago.

The board also may take up plans in connection with the next NAB convention scheduled to be held in Chicago but the dates for which have not yet been fixed. It is generally expected that the convention will be held late in July, with copyright the salient issue.

Commercial Organization

MR. BALDWIN was instructed by the board to draft and submit a detailed plan to set up a corporation to purchase, sell, lease and license performing rights, compile and distribute information on availability of copyrighted music, procure foreign as well as domestic copyrights and set up an open pool. The meeting has been called to consider this report—probably toward the latter part of April or early in May.

In discussing the music plan originally, Mr. Baldwin had in mind a commercial, profit-making corporation rather than a wholly-owned subsidiary of the NAB such as was the Radio Program Foundation set up by the NAB in 1932, but which failed to develop.

Plans for the convention probably will be laid before the board, although there is the possibility that in the interim the NAB executive committee, comprising President Leo J. Fitzpatrick and Treasurer Isaac D. Levy, along with Mr. Baldwin, may select the dates and hotel.

Interest in copyright, heightened by the Warner withdrawal, pending legislation and the battle between independent stations and the networks on this issue, makes it a foregone conclusion that this subject again will be the dominant one at the convention. Coupled with this, will be a fight over alleged "network domination" of the trade association, with a determination already evinced by many independent operators that they will oppose any and all moves in that direction.

Of the 19 places on the NAB board, including the four elective offices, 10 are to be filled at the next convention. This, of course, represents a majority of the board. Mr. Baldwin's term also expires with the convention. His reappointment will be up to the new board which holds a meeting immediately following the adjournment of the convention.

Already there is talk of candidates for the presidency. While the parties themselves have not been consulted, the names advanced at this early date include Edwin Craig, executive head of WSM, Nashville, and vice president of the National Life and Accident Insurance Co., and John Shepard 3d, president of the Yankee Network, former chairman of the Code Authority during NRA days and former NAB vice president.

The four officers whose terms expire with the convention are President Fitzpatrick; Vice Presidents Charles W. Myers, KOIN and KALE, Portland, Ore., and Edward A. Allen, WLVA, Lynchburg, and Treasurer Levy. The directors whose terms expire are: Arthur B. Church, KMBC, Kansas City; F. M. Russell, WRC-WMAL, Washington (NBC); I. R. Lounsberry, WGR-WKBW, Buffalo; H. K. Carpenter, WHK, Cleveland; W. H. Hedges, WEAF-WJZ, New York (NBC); Gardner Cowles Jr., KSO-KRNT-WMT, Des Moines and Cedar Rapids.

Coulter Quits Radio Post With Ayer to Join CBS

Mr. Coulter

DOUGLAS COULTER, vice president in charge of radio of N. W. Ayer & Son Inc. in New York, and one of the best known figures in radio advertising, joined CBS April 13 as assistant director of broadcasts. He will function in the department headed by W. B. Lewis, CBS director of broadcasts, and Lawrence W. Lowman, vice president in charge of operations. Mr. Coulter resigned from Ayer after 11 years with the agency. Among the accounts placed through Mr. Coulter at Ayer were the original Jack Benny series for Canada Dry in 1932, *Famous Trials* sponsored by National Dairy Products Co., during the same year, and the Phil Baker program sponsored by Armour & Co. in 1934. The Ford programs also have been placed through the Ayer agency.

Mr. Lewis was to leave for a vacation to Bermuda on April 15. It was also learned that Harry Ommerle, who has been Mr. Coulter's assistant at Ayer for the last three years has been named assistant to Leonard Hole, of the CBS program department. Mr. Hole acts in the capacity of assistant to Mr. Lewis having joined CBS from Benton & Bowles in September, 1935.

Ft. Worth Lawyer Purchases KTAT

Hearst Gets Four of the SBS Group; KEHE Consolidates

THAT Hearst Radio Inc., radio subsidiary of the Hearst newspaper interests, has purchased four rather than all five of the stations of the Southwest Broadcasting System, was disclosed April 7 when application was filed with the FCC for the voluntary assignment of the assets of KTAT, Fort Worth, to Raymond Buck, young Fort Worth attorney. The consideration to the A. P. Barrett interests, which disposed of the five stations, was $160,000 for KTAT alone.

Applications for the transfer of WACO, Waco, and KOMA, Oklahoma City, were to be filed on behalf of Hearst Radio before April 15, the two stations having been purchased for a reported price of $250,000 shortly after Hearst purchased KTSA, San Antonio, for $180,000, and KNOW, Austin, for $45,000.

Mr. Buck, who was in Washington to file the transfer application, asserted that his interest in purchasing KTAT was that of an operator solely. He said he intends to operate the 1,000-watt regional station on 1240 kc. as an independent station but has made no management plans. He said it would not be affiliated with the Southwest Network, which apparently will be discontinued after present commitments are completed. Mr. Buck is Texas counsel for American Airlines, which at one time owned KTAT and later sold it to the Barrett interests. Mr. Buck said his interest in radio was first aroused while handling radio matters for the air line.

Harold Hough, manager of WBAP, *Fort Worth Star-Telegram* station, stated while in Washington April 8 that Amon Carter, publisher of that newspaper, is not connected in any way with the transfer of any stations of the Southwest group. Mr. Carter recently purchased KGKO, Wichita Falls, which awaits an FCC decision on its application to move into Fort Worth to be operated as a second NBC basic outlet along with the combination WFAA-WBAP.

Hearst Developing KEHE

HEARST RADIO'S representative handling the operations of the four newly acquired stations is Franklin D. Roosevelt, son of the President, recently named vice president of Hearst Radio Inc. He has returned from New York and Washington to his Fort Worth headquarters.

The Hearst radio interests on April 7 cleared up their Los Angeles situation when the FCC authorized KEHE, licensed to the *Los Angeles Herald*, to go to full time by absorbing KELW, which now goes out of existence. KEHE was formed by the combination of KTM and KELW, which shared the 780 kc. frequency and which were purchased several years ago by Hearst. The FCC authorized KEHE to increase its power to 1,000 watts night and 5,000 watts day, effective July 28. J. C. McNary, Washington consulting engineer, is handling plans for the new transmitter plant and site.

Why Doors Are Open to Real Silk Salesmen

By JOSEPH AINLEY
Director of Radio, Leo Burnett Co. Inc., Chicago

Purveyors of Sheer Sheathing for Madam's Extremities Find Radio Removes Barriers to Home Interviews

IN THREE years Real Silk Hosiery Mills officials have learned a lot about radio. They have learned that their early timidity about the medium was not justified. They have learned that there are many, many ways of adapting radio to market problems. They have learned how to use radio in pushing certain lines and services. They have learned how to reach—and sell—particular audiences. Close to Real Silk's radio campaign — and this forms the bulk of Real Silk advertising—is the author and here is his tale of merchandising a la radio.

WHEN the first Real Silk program went on the air one Sunday evening in February, 1933, its sponsors were none too confident about its success. True, radio had already demonstrated its ability to send people by the millions to their local merchants demanding this, that and the other product. But could radio—or, for that matter, any type of advertising—sell high-priced hosiery, no matter how long-wearing, in the midst of a depression, when many advertisers were shouting "lowest prices in history" and selling vast quantities of cheap merchandise to a panic-stricken public?

If the Real Silk Hosiery Mills had attempted to tell their whole story of economy through quality on the air, the result would undoubtedly have been just another radio failure. But fortunately there was no need of that. The 10,000 Real Silk representatives, calling on housewives in their parlors and businessmen in their offices, were ably equipped to tell and demonstrate the story of Real Silk's long-wearing qualities that make for real economy.

Opening the Doors

RADIO'S job as Real Silk saw it was to present a program that would keep a large audience tuned in week after week, a program that would make each listener feel that the least he could do to repay the sponsor for his pleasure would be to listen to the next Real Silk representative who called. In other words, radio's main job was to open doors for the Real Silk man, and after that it was up to him to make the sale.

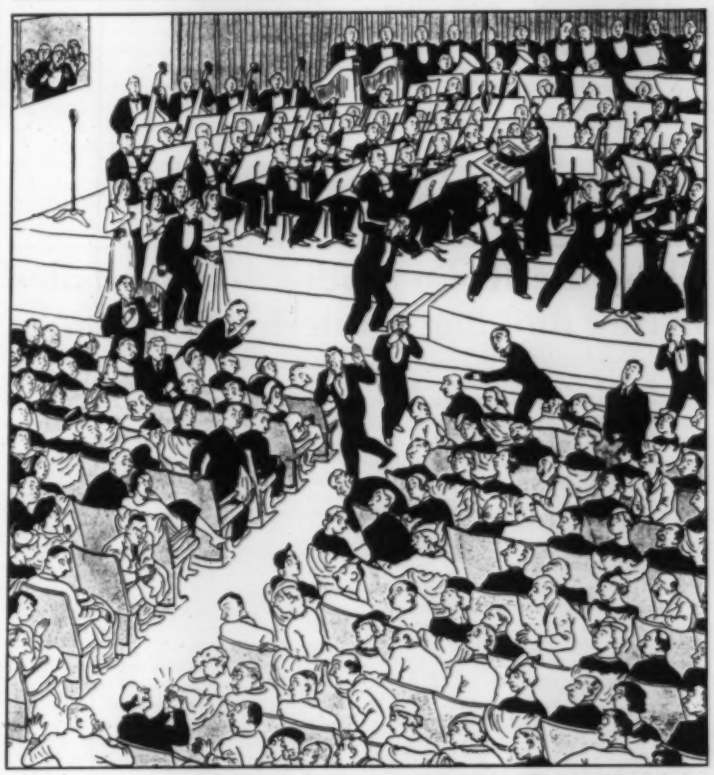
To open as many doors as possible Real Silk started in radio with the most popular type of entertainment, dance music. For the same reason the program was placed on NBC at 7 o'clock Sunday evening, a time when the entire family could be reached listening together. From the first the combination clicked. Vincent Lopez and Ted Weems proved good door openers and Real Silk sales responded in a gratifying fashion.

Then, after about a year on the air, Real Silk moved its program to 9 p. m. on Sunday, and with the change in time came a complete change in program style. Instead of topical dance tunes the program featured semi-classical music of the Victor Herbert type; the feverish cornets of Lopez and Weems were replaced by the soothing violins of Charles Previn's string ensemble; throaty blues singers made way for the lovely soprano voice of Olga Albani; the broadcast took on the dignified title of *Silken Strings*.

One reason for the new kind of entertainment was the new time which placed Real Silk in competition for the listening audience with the dignified *Ford Symphony Program* on the one hand and with the lively *Manhattan Merry-go-round* on the other. One of the best ways of beating competition is to avoid it, and on that basis it was certainly good showmanship to select a program whose appeal was aimed directly between the other two. But this was not the principal reason for the change of pace.

Essentially the new program was based on sound advertising psychology. Radio's results had so far been good, but the sponsors believed that they had been spreading their sales appeal too thin and that instead of continuing to try to please everybody they would concentrate on what their surveys had shown to be the typical Real Silk consumer: A man or woman in early middle age, married, a parent, and neither rich nor poor but with an income ranging between two and five thousand a year. To reach this consumer most effectively the changed program consisted of warm and familiar music, which it was felt would open his door to the Real Silk Man even more readily than had the previous show. But this new program also accomplished a secondary purpose. By including in each broadcast several selections of a classical nature, deliberately aimed somewhat over the head of the average listener, the sponsors secured for their program, and by association for their products, an impression of the highest quality.

The *Silken Strings* program soon convinced its sponsor that the right advertising approach had at last been found. Not only did sales increase, but they increased most in the finest merchandise produced by the company until now Real Silk's best hosiery has also become its best seller, far outselling the less expensive line of hose that are also carried by the salesmen. For more than two years, now, the broadcasts have remained intrinsically the same. Last Fall a narrator was added to introduce each musical number with a romantic setting, giving a sentimental continuity to the broadcast; and the program was retitled *Life Is a Song*, but the talent and type of entertainment were unchanged.



From the New Yorker

The Renaissance of Rugged Individualism

The Member of the Audience Who Didn't Wait for the Applause Cue at a Coast-to-Coast Broadcast.

Another Audience

BUT NOW the sponsor feels that this program has completed its job and that if any of its followers have not become Real Silk wearers by now the chances are that further broadcasts of this type would have little effect. So, on April 5, Real Silk launched a new series aimed at a younger, livelier audience, Jack Hylton and his orchestra with an all-British assortment of soloists. This program offers Real Silk the unusual combination of a feature that is a novelty and yet that has been thoroughly tested and found highly successful. This seeming paradox is easily explained: For the last six months Hylton has been heard over a 14-station CBS hookup in the Midwest for Standard Oil of Indiana, but the new contract will bring him for the first time to listeners on the East and West Coasts. Incidentally, Real Silk is not worrying about competition now, for Hylton's novelty should give him an advantage over the other dance band, and as for symphony—the Standard Oil show opposed the last half-hour of General Motors symphony with the result that a standard survey shows the GM audience for this period less than one-third of its size during its first half-hour on the air.

Although the entertainment has been changed, this radical change in entertainment will not be extended to the commercials. These will as heretofore be kept brief and will continue to emphasize the personal fit and the long wearing qualities of Real Silk hosiery. Price is never mentioned.

Radio, so hesitatingly entered into, has proved a real success for Real Silk, so much so that today it is practically the only advertising used by this company, except for some magazine copy at Christmas time. As Lowell Stormont, Real Silk advertising manager expresses it: "Radio has done a double job for us. It sells the public on the Real Silk idea and

(*Continued on page 60*)

Dolph to Supervise Democratic Radio; Pettey Joins WHN

3 Mentioned for FCC Post; Campaign Politics Planned

WITH THE resignation of Herbert L. Pettey as secretary of the FCC, effective May 1, William B. Dolph, manager of WOL, Washington, and former radio director of the NRA, is definitely slated for the post of radio director of the Democratic National Committee—an assignment which Mr. Pettey held during the last campaign and which it had been assumed he would accept again this year.

Mr. Pettey on May 1 becomes associate manager of WHN, New York, progressive independent station owned by Loew Metro-Goldwyn-Mayer theatrical and motion picture enterprises. He accepted this post among several station offers, having decided several months ago to leave the FCC.

Thus far the FCC has given no consideration to a successor for Mr. Pettey. A number of applications have been made and several suggestions have been advanced. More than likely, however, the assignment will be considered in the light of suggestions of high Administration quarters. While the post is one which under law is filled by the FCC itself, it falls into an important political classification, carrying with it a salary of $7,500.

Several names mentioned for the Pettey successorship include E. Willard Jensen, now secretary of the Business Advisory Council, functioning under Secretary of Commerce Roper, and a former assistant to Chairman Farley of the Democratic National Committee; Fred Roper, son of the Secretary of Commerce, and Arthur O. Dahlberg, of Escanaba, Mich., an engineer formerly with NRA, now with the Department of Commerce economic analysis division.

Campaign Plans

MR. PETTEY joined the old Radio Commission in 1933 as secretary after having been radio director of the Democratic Committee during all of the 1932 presidential campaign. A native of Kansas City, he formerly was in the film distributing business with M-G-M there and later was with RCA Photophone. He was a member of the interdepartmental committee which recommended scrapping the Radio Commission in favor of a communications agency with jurisdiction over wire as well as wireless communications.

Mr. Pettey will be associate director of WHN under Louis K. Sidney, M-G-M official who about a year ago took over the general management of the station. He will have charge of sales and promotion. Mr. Pettey's retention by the station is indicative of further radio expansion by M-G-M, particularly in the exploitation of film stars.

WHN has made unusual strides in recent months, recently getting an increase in day power to 5,000 watts on its 1010 kc. channel. It is the station on which Major Bowes introduced and carried to local popularity his amateur hour now on the nationwide NBC Red network under Chase & Sanborn sponsorship.

FIGURE IN IMPORTANT ASSIGNMENTS

MR. PETTEY

MR. DOLPH

While he is already collaborating with the Democrtaic Committee in radio affairs, Mr. Dolph is expected to begin active work as radio director under Charles Michelson, director of publicity, coincident with the Democratic Convention in Philadelphia in June. Mr. Dolph probably will continue his management of WOL, sharing his time between the two posts. In joining the Democratic Committee, Mr. Dolph assumes the same status under Mr. Michelson he held from 1933 until the middle of 1935 at NRA, where he was radio director. Mr. Michelson at that time served as publicity director of NRA.

A brother-in-law of Mr. Pettey, Mr. Dolph came to Washington in the summer of 1933 to take charge of the radio details of NRA. Like Mr. Pettey a native of Kansas City, he also had worked in the motion picture industry. Before joining NRA he was with RCA Photophone, representing that company in the Oklahoma territory. In his early thirties, Mr. Dolph joined WOL last year as its manager, and has been instrumental in increasing the business of the station substantially. He is well-known among broadcasters as a result of his NRA contacts.

More than likely, Mr. Dolph will set up a staff at the Democratic committee headquarters in Washington. He probably will have an assistant in Washington to handle details on placements of radio time, as well as an office in New York under an assistant director. This organization will be perfected prior to the Philadelphia convention.

In the 1932 campaign the Democratic committee expended approximately $500,000 for radio time—primarily network. During the impending campaign it is expected that as much if not more will be disbursed for radio, with a greater share of it going to transcription and spot than during the preceding campaign.

Elaborate Radio Studio to Be Installed In New Building of Interior Department

HOW SERIOUSLY Federal officials regard their broadcasting activities was again illustrated during the last fortnight when it became known that the new Interior Department building in Washington will include a complete modern radio studio and office setup. President Roosevelt made a network address April 9 when the cornerstone was laid.

Although the radio layout was not included in original plans for the building, Secretary Ickes secured an allowance said to amount to $38,000 from a fund of $200,000 allocated for "extras" for the building. With this sum it is planned to build one large and one small radio studio, each with its own control room, a reception room and offices for those handling radio broadcasts.

This is not a WPA Project such as the Radio Workshop for which $75,000 in WPA funds was allocated and which is operated under the direction of William Dow Boutwell of the U. S. Office of Education, as described elsewhere in this issue. Moreover, officials disclaim any intention of going into broadcast station operation, although the elaborate studio setup, the first built in any government department, would make adequate facilities immediately available should such a step develop.

The radio studio is to be built with the advice of the Radio Workshop group, and will include everything from microphones and transcription tables to sound effects devices and outlet panels. Presumably it will be under the direction of the U. S. Office of Education, from which Mr. Boutwell was detached for the Radio Workshop project, and it may be made available to other departments that broadcast regularly.

MECHANICAL SURVEY SYSTEM EXTENDED

SUCCESS of the mechanical device for radio audience surveys developed by two professors at the Massachusetts Institute of Technology and employed first in the Boston area under the auspices of John Shepard 3d, has led to an arrangement whereby Anderson-Nichols Associates Inc., New York industrial engineers with headquarters in the McGraw-Hill Bldg., will undertake similar surveys in other cities for stations, agencies and advertisers.

The company's first client is WOR, Newark, which in latter March engaged to have 100 of the devices installed in a cross-section of typical homes in four New York boroughs (omitting Staten Island) and in Newark and Jersey City. One hundred of the instruments have been installed, and they will be transferred weekly to other homes.

The device is called an Audimeter (See March 1 BROADCASTING for complete description) and it is installed on radio sets in the home to record by means of tape recorders the stations and programs to which that particular home has tuned during the week. Prof. Robert F. Elder, MIT economist, worked out the method, and his MIT faculty colleague perfected the instrument. Following the Boston surveys for Mr. Shepard, covering a period of ten weeks during which 500 typical homes were recorded, the results attracted widespread interest.

Mr. Shepard originally financed the project because of the faith he had in it. He since has been reimbursed for his investment, with the transfer of operations to Anderson-Nichols. It is understood that instruments will be installed eventually on a nation-wide basis, and that NBC is definitely interested in utilizing the method for survey work.

WHN Staff Complete

RETENTION by WHN, New York, of Herbert L. Pettey, former FCC secretary, as associate manager, virtually completes the newly organized staff of the station. Recently Frank Roehrenbeck, of the Loew organization, joined the staff as managing director. Among other new additions in the sales department of WHN are Helen Mack, former Philadelphia newspaper woman; Gilbert Parks, formerly with MacFadden publications; Bert Adler, formerly with *Tower Magazine*. They will serve under Philip F. Whitten. Louis Sidney is general director of the station and will continue in active charge.

WNBF Is CBS 100th

CBS on April 5 added the 100th station to its network when WNBF, Binghamton, N. Y., was made a regular outlet, starting with eight hours of network commercials. Heretofore the station has been linked to CBS occasionally for special programs only, but it won regular status at the demand of advertisers despite the fact that it is a 100-watter.

THE annual convention of the American Association of Advertising Agencies will be held April 30-May 2 at White Sulphur Springs, W. Va.

Uncle Sam on the Air--With Donated Time

By J. FRANK BEATTY

Survey Shows How Government Agencies Use Broadcasts For Political Promotion as Well as Enlightenment

SO FREQUENTLY has the subject of Radio itself been precipitated into political discussions since the Republicans, the American Liberty League, et al, began to pound away at the New Deal, that BROADCASTING decided to undertake a survey to determine the extent to which the Federal government's departments and bureaus are utilizing radio for "advertising and promotion" purposes as distinguished from political purposes.

Uncle Sam's entry into the radio field as a "sponsor" of programs presumably designed to promote the general welfare was brought to the fore especially during the last fornight when the WPA "radio workshop" went into action in Washington under its six-month $75,000 allotment of work relief funds with the avowed object of showing how educators and educational institutions can utilize radio to best advantage.

Opinions vary, depending upon political bents, as to the success or failure of the "radio workshop" idea in its initial network offerings, although it is noteworthy that the press, particularly the non-partisan press associations, were inclined to take a "kidding" attitude toward the venture. Networks are offering their facilities only if the programs meet their standards, and to date only two NBC shows of 10 minutes each have been selected out of about 15 that have been prepared.

Last year the government — including the President, Senators, Representatives, Cabinet officials and departments — was granted 227 hours and 15 minutes by NBC.

Politics Creep In

FOR THE most part, the programs originating in the government departments and bureaus are offered to the networks as public service offerings with the assurance that they are non-political in character. Political themes often creep in nevertheless, and the Republicans have already begun to make capital of the fact that so many New Deal officials are so frequently on the air in sustaining offerings.

Not only network shows but scripts, spot announcements and even transcriptions are emanating regularly from New Deal agencies and sent directly to stations, many of which have already begun to complain that they do not have enough time available to carry them. It seems that every New Deal agency publicity director has come to the conclusion that he should not only send out his usual plethora of publicity releases to the press but should also send these releases plus special material prepared for the radio (its quality as broadcast material often of doubtful merit) direct to the stations.

More than that, many of them, even since the flurry of enthusiasm over NRA, which many of the big radio sponsors boosted enormously in their programs, have begun to ask the sponsors again to interpolate special "plugs" for this or that department or bureau. Except in cases such as Red Cross appeals, etc., the sponsors and their agencies have generally turned a deaf ear to the requests.

The survey by BROADCASTING failed to disclose a single case where Uncle Sam's agencies offered to buy time, although in some instances advertising space was actually purchased in newspapers and magazines. Notable examples were the retention of an agency for TVA and the use of paid space in campaigns for bond offerings.

WPA Cutting Discs

LATEST New Deal radio enterprise is the transcription campaign now being cut by RCA for the Works Progress Administration which already has received 124 acceptances from stations of its series of quarter-hour discs. In charge is Miss Adelaide Finch, who put over a similar campaign for Federal Housing Administration.

The WPA discs will consist of brief introductory announcement, a 50-word continuity in the middle of the program in the nature of a staccato description of WPA achievements, and a closing acknowledgment, the basis being music by Federal Music Project No. 1 in New York. This music is provided by a 100-piece symphony directed by Nikolai Sokoloff.

Stations were circularized March 31 by Lawrence Westbrook, WPA assistant administrator. The letter was sent to the mailing list provided by the Resettlement Administration which has just concluded a free disc campaign on 473 stations.

WPA aims to reach a small-town and rural audience with its transcription message, according to Julius F. Stone Jr., of the WPA Information Service, believing that larger communities have been given the benefit of performances by Federal Music Projects. Copyright and union problems were settled before the disc campaign was actively launched. The discs will be rotated among stations to keep expense at a minimum.

State and local WPA administrators have been liberal users of station time but their radio effort has not been coordinated. To bring order into this situation, WPA is planning to assemble personnel and data on the radio activities of its subdivisions.

Office of Education

EDUCATION by radio is one of the important functions of the U. S. Office of Education, a branch of the Department of Interior. Hub of the activity is William Dow Boutwell, editor-in-chief of the Office. For two years he has directed the dramatized *Education in the News*, on an NBC-WEAF network, Mondays, 7:45 p. m. The 100th program was broadcast April 6. Then the Office has charge of a program on the NBC *Farm and Home Hour* one day a month for the Future Farmers of America.

Much more pretentious is the new $75,000 radio campaign financed from Works Progress Administration funds. The first two programs are *Answer Me This* on an NBC-WEAF network, Mondays, 6:35-6:45 p. m., and *Have You Heard* on an NBC-WJZ network, Fridays, 6:35-6:45 p. m. The first is a question-and-answer game, highly spiced with drama, and the second is a dinner party conversation about curious scientific facts.

This government "radio workshop" was conceived by Dr. John W. Studebaker, U. S. Commissioner of Education, and it is manned by a staff of six executives who supervise 29 youths drawn from the "skilled" and "professional" rolls of Federal works projects and CCC camps. The youths are paid from $72 to $103 a month. Aiding Mr. Boutwell are Maurice Lowell, production supervisor, and Leo Rosencrans, script supervisor, loaned from the NBC Chicago staff.

The purpose of the "workshop" is to point the way to proper usage of radio in education. Some 500 sought places in the project but the staff is not to exceed 70. Acting in an advisory capacity are Ned Dearborn, New York University; Mrs. Sidonie Gruenberg, director of the Child Study Association; Dr. Franklin Dunham, NBC educational director; Edward B. Murrow, CBS director of talks.

Philip Cohen, personnel director of the workshop, conducted auditions March 22 in NBC Chicago studios for Midwestern CCC youths as part of his nationwide search for CCC radio talent. Other local talent was auditioned in Washington to serve as extra actors on a no-pay basis.

A new WPA project was started

(*Continued on page 56*)

Uncle Sam: Free Advertiser—An Editorial

TO THE DESKS of practically every station manager, let alone the networks and the sponsors and advertising agencies, come almost daily requests for free time for this or that announcement or script show or transcription emanating from the well-staffed publicity bureaus of the Federal departments and agencies. The deluge of suggested broadcast material has become so great in recent months that broadcasters have begun to complain they simply haven't the time available for many of the offerings. Some of the material has been carried for many years, dating back as far as the Coolidge administration, as sustaining public service broadcasts; the stuff that is being offered additionally in recent months often does not merit time on the air because (1) it sometimes is outright advertising; (2) because it is trivial; (3) because it is badly prepared by zealous but untutored publicity men in the New Deal agencies.

Thus it was that BROADCASTING undertook its own survey of the radio activities of the various New Deal agencies to determine exactly what they are doing or attempting to do on the air. As reported elsewhere in this issue, the findings are factual and non-partisan. Yet we cannot hesitate to answer the questions frequently put to us by station managers and agencies and advertisers, chief of which is whether they perforce *must* broadcast everything sent to them from Washington or its sub-bureaus throughout the country or suffer direct or indirect reprisals from the administration—in plain words, whether they must fear that the FCC might take a hand and *order* them to broadcast the material offered if the publicity men carry their refusal letters to Chairman Prall and the Commission, to Senators and Congressmen or perhaps to the Democratic National Committee.

We can say with absolute finality that no such fears should prevail; that the proffered material should be judged, accepted or rejected, solely on its merit; that Uncle Sam as epitomized by the White House, the FCC or the zealous young publicity agents in Washington has no right whatever to *demand* time on the air by direction or indirection except in time of grave emergency such as war or disaster. Uncle Sam has no power of censorship over radio, which means clearly that in ordinary times he has no power to say anything *must* be broadcast against the will and considered judgment of those who operate our broadcast structure. Each request for time should be considered on its merit and public value (and without thought of politics); it is as easy to discern when Uncle Sam's agencies are trying to "chisel" free advertising time as "per inquiry" and other time-chiselers who try to get radio time free.

One other thought: While we hesitate to suggest any addition to the alphabetical family, we think the services of a coordinator on radio scripts might prove beneficial. Through such an individual or office all material for radio could be cleared with some definite limitation placed on the amount, and with trivial, unimportant or unnecessary material tossed into the wastebaskets in Washington rather than those of individual stations.

Southern Stations Outstanding In Service to Storm Victims

Take Lead in Organizing Relief Activities and in Allaying Terror; Aftermath of Big Floods

HARDLY had the East, Northeast and Ohio Valley recovered from spring floods that caused untold damage, when a series of tornadoes struck sporadically in Southern states, leaving death and destruction in their wake. In this second "act of God" disaster, radio again stepped in to inform terrified regions of progress of the destructive elements as well as to take the lead in directing relief efforts.

One of the cities in the direct path of a twister was Greenboro, N. C., where WBIG stayed on the air as the 400-mile-an-hour cone ripped to pieces everything in its path and then set about the business of summoning relief for human and structural wreckage. [See WBIG article on this page].

The transmitter of WIS, Greenville, S. C., is located in bottom lands of the Congaree River and was inundated as a result of torrential rains which accompanied the wind storms. Freshly poured concrete and steel foundations for the new directional radiator were undermined, the concrete being washed out and the steel being submerged.

WIS operators used boats from the transmitter building to the nearest land, about a quarter-mile away. Equipment was not jeopardized because the floor was five feet above the water line. The open program circuits, between the transmitter and city poles which had been blown down, were under water but circuits remained intact and operation was uninterrupted.

WFBC Stays on Air

DESPITE high winds and a torrential downpour, WFBC, Greenville, S. C., stayed on the air April 6 and broadcast frequent bulletins advising the public of tornado devastation at Gainesville, Ga., Anderson, S. C., and Tupelo, Miss. Besides the bulletins, scientific advice about protective measures against high winds and flood was given.

Fast and accurate tracing by WFBC of the tornado's movements was a big factor in allaying public fear. Numerous letters of commendation for the public service have been received by B. T. Whitmire, manager of WFBC.

WAIM, Anderson, was off the air one full day due to power failure, WFBC filling the gap with a large number of messages directed to people in Anderson and surrounding territory.

WPTF, Raleigh, N. C., 86 miles from Greensboro, on April 2 sent an emergency crew to Greensboro at midnight when the town was leveled by the first tornado. Manager Richard Mason and announcers Carl Goerch and Leslie, along with Chief Engineer Henry Hulick wandered over the wreckage in the raw April morning describing the ravages of the wind.

Interviews with residents who had witnessed the death-dealing freak of nature were broadcast from various points in the littered City.

Mississippi stations were not affected by the tornado, according to Wiley P. Harris, manager of WJDX, Jackson. The twister was one of the worst disasters in the history of the state but was confined to a narrow strip embracing Tupelo and the adjacent area. All stations offered their facilities to rescue and relief work, cooperating with the Red Cross, American Legion and other agencies in raising funds for the distressed areas.

WNBR, Memphis, went 112 miles from home to broadcast the story of the Tupelo, Miss., tornado, the feature going to an NBC-WJZ network. Meagre reports drifting into Memphis on the morning of April 6 indicated some 200 were dead and more than a thousand injured by the twister that struck Tupelo during the night.

Wire Trouble Overcome

REALIZING wire facilities might not be available, as well as having been told by the Southern Bell Telephone Co. there would be none for three days, Mallory Chamberlin, WNBR general manager, along with Joe Deaderick, engineer, and Grover Godfrey, production man, started driving with portable equipment for the storm center.

With 40 miles to go they picked up information that a Postal Telegraph line reached almost into Tupelo. Word was sent back to Memphis to start things going from that end. The line was located down on the edge of Tupelo, right at the leading residential section, a mass of debris. The line was good back to Memphis and was converted for broadcast use.

In all, five broadcasts went on the air during the remainder of the day with Mallory Chamberlin handling the microphone for interviews, appeals and descriptions. When WMC heard what was going on, Manager Henry Slavick asked WNBR to feed the broadcasts and permission was granted with WMC carrying about half of the total simultaneously with WNBR. The final period was also fed for a quarter of an hour at 10:15 p. m., when Chamberlin worked in the dark, to the NBC network. WNBR was the only station with a microphone in the storm area.

The Flood Aftermath

STORIES of radio achievements during the March floods are being told. [See BROADCASTING April 1 for account of flood broadcasts. Information which follows was received too late for the April 1 issue.]

On orders from Powel Crosley Jr., Crosley president, WLW, Cincinnati, increased its 19½ hours on the air to 24 hours with full 500 kilowatts, when the March floods became serious. Manager John L. Clark wired the FCC offering all facilities of WLW and WSAI for public service.

Flood warnings were issued through the weather bureau. Governor Earle of Pennsylvania, National Guard of the state, highway department, Red Cross, Gov. Martin Davey of Ohio, American Legion, Boy Scouts, Pennsylvania Newspaper Association, Reserve Officers Association of West Virginia were some of the public and civic agencies which used WLW to transmit public service messages. T. Paul Jordan, WLW technician, operated his amateur station, W8DL, on a 24-hour basis. Programs were broadcast from a Naval Reserve training launch, an American Airway plane, and an automobile. The WLW transmitter operated continuously from March 18 through the 24th. Bulletins picked up by W8XAL, short-

(*Continued on page 64*)

Worth Celebrating

WAIM, Anderson, S. C., really had something to celebrate April 8 when it observed its first anniversary. Only a few days before a tornado had damaged the WAIM plant, according to Wilton E. Hall, owner. As a result WAIM was off the air 24 hours. Damage has been repaired and the anniversary was marked by appearance of the governor and other notables. Besides, there was the boost to 1 kw. daytime power, just granted by the FCC.

SO THIS IS KDKA—Primitive and modern facilities were combined to keep KDKA, Pittsburgh, on the air during the March floods. Here is a scene in a darkened studio, with the staff working by candle, lantern and flashlight. At the right is the control room. In the picture (left to right) are announcers Glenn Riggs, Sammy Fuller and Ed Schaughency and operators Ward Landon and George Saviers. [Story on Page 66.]

Tale of a Twister: How WBIG Helped A Stricken Region

Greensboro Station Takes Lead Organizing Rescue Work

By ENOCH PRICE

Editor, Greensboro (N. C.) Patriot

WHEN a tornado strikes a closely built community its path is a scene of unspeakable chaos. Streets are choked with wreckage; telephone and telegraph lines are ripped down; trailing ends of power lines hang in the ruins spitting flames to ignite splintered timbers and to bring death to the already despairing. If the tornado strikes at night, chaos is worse, confounded with blackness hiding the extent of the damage and baffling the confused efforts of those trying to find the bodies of dead and wounded.

In such a time the graphic continuous and adaptable powers of radio are realized to their full value and it was in just a situation as this that on Thursday night, April 2, WBIG, Greensboro, came to realize the full measure of its worth to its own, prostrate home city.

Its service was immediate and of inestimable value. It was a growing service, one that constantly branched day and night into new fields of constructive work. It was work, strenuous, exhausting, demanding work . . . for every member of the staff from office girl to chief engineer, but work that brought in a return of human gratitude that thrilled every heart, work that solidified the organization into a cohesive unit.

Six Fields of Work

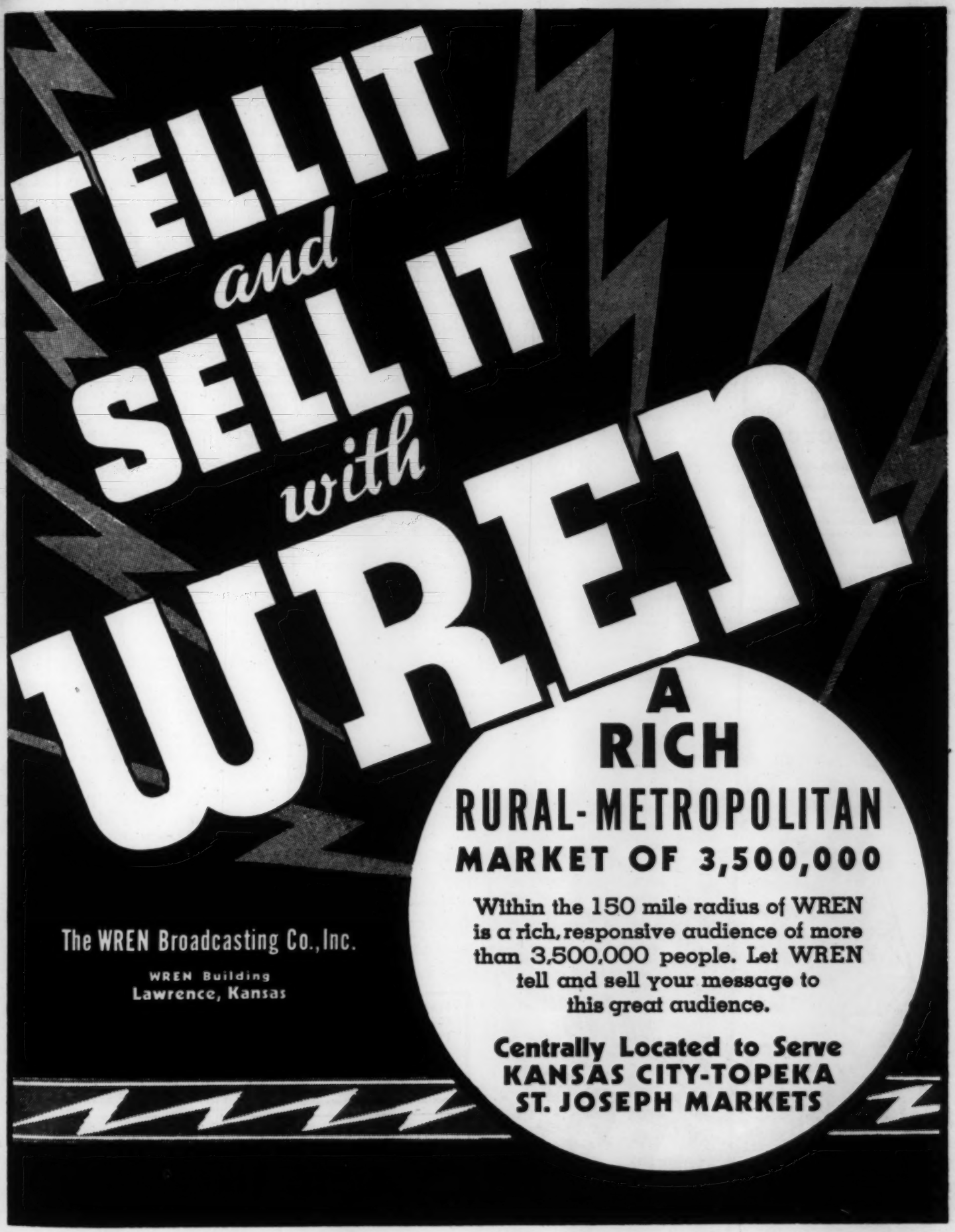
IN BRIEF, the staff of WBIG found itself:

1. Flashing immediate news of the disaster.
2. Summoning and organizing all civic resources.
3. Bringing precise information, of the names of dead and injured, of the extent of the tornado's path, of the chief points of its destruction and of the major tasks of relief.
4. Appealing for local and outside aid and detailing the kinds of service and materials most in need.
5. Acting as an agency for assembling workers, food, clothing, medical supplies and money.
6. Continuing to supply new details of information as they developed and immediately flashing those facts to the stricken city and the world at large.

Born out of a raging thunderstorm, a twisting, funnel-shaped tornado struck Greensboro at 7:12 p. m., on April 2, and within a minute or more had played a ghastly game of leap-frog on a four-mile path across the south side of the city of 60,000 people, bringing death to 13, injuries to 150 or more and utter destruction to 300 or more homes and business houses, heavy damage to a thousand others.

Its path was but 200 yards or so wide. Lit by a ghastly green glow and by saffron flames from exploding condensers, it moved on its course at a rate of 60 miles an hour with the roar of a thousand giant freight trains. It is

(*Continued on page 65*)


TELL IT
and
SELL IT
with
WREN
A
RICH
RURAL-METROPOLITAN
MARKET OF 3,500,000
Within the 150 mile radius of WREN is a rich, responsive audience of more than 3,500,000 people. Let WREN tell and sell your message to this great audience.
Centrally Located to Serve
KANSAS CITY-TOPEKA
ST. JOSEPH MARKETS
The WREN Broadcasting Co., Inc.
WREN Building
Lawrence, Kansas

You wouldn't drive far on three tires!

you've simply gotta have

Balanced Coverage

Get it in the West on the WESTERN NETWORK and in Northern California on

KSFO

560 KILOCYCLES

1,000 watts full time

SAN FRANCISCO - OAKLAND

● Let your John Blair man tell you how KSFO's mail is in direct ratio with the population distribution in Northern California's prosperous counties. Note the swell frequency.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager

National Representatives:
JOHN BLAIR & CO.

Plymouth to NBC

PLYMOUTH MOTOR Corp., Detroit, division of Chrysler Corp., will shift Ed Wynn back to his old NBC-WEAF spot Tuesdays, 9:30-10 p. m., beginning May 12. Texas Oil Co. relinquishes this spot April 21. The last Ed Wynn program on CBS will be heard May 7. Many listeners are still said to try to tune in Tuesday nights for Ed Wynn instead of the Thursday night hour, hence the change back. The show will still be *Gulliver the Traveler*. John S. Young will be straight man, with Lennie Hayton and his orchestra supplying the music. J. Stirling Getchell Inc., Detroit, places the account.

Fox Fur on 11 Stations

I. J. FOX Inc., New York (fur storage) is using from seven to ten daily 5-minute transcription programs titled *Musical Snapshots* on each of 11 stations in the New York and Boston metropolitan areas. The campaign, to run about eight weeks, features the moth menace to furs. Stations are: WOR, WNEW, WMCA, WAAT, WEEI, WCOP, WHDH, WMEX, WAAB, WNAC, WOV. Peck Adv. Agency Inc., New York, placed the account.

Barber Guild Series

CERTIFIED BARBERS GUILD Inc., New York, has started a five-month spot campaign on WMCA. It is backed by a large group of barber shops. Lucerna Co., New York, is the agency.

there's a station that's first
NEWS "BEATS" Sell!
Baltimore gets the news first from WFBR because our own news editor has Maryland honeycombed with reporters. We rate local news stories as a most important station builder.
Maybe that's why, to date, national advertisers have sponsored 13,880 minutes of news on WFBR.
Results? Phillips Packing Co. renews for another year! American Oil Co.—renews for four 5-minute periods daily! Draw your own conclusions and plans about Maryland's ONLY complete radio news service.
in the heart of Maryland
Maryland's Pioneer Broadcast Station
WFBR
Baltimore, Maryland
NBC RED NETWORK
National Representatives, Edward Petry Co., Inc.

Gerald King Is Appointed Standard Radio President As Seth Ely Quits Post

Mr. King

GERALD KING, manager of KFWB, Hollywood, has become president of Standard Radio Inc., transcription program producers, succeeding Seth Ely, who resigned that post, according to an announcement by Standard Radio April 8. Mr. King continues as head of KFWB. Simultaneously, it was announced that Milton M. Blink, for the last year Midwest manager of Standard Radio, with headquarters in Chicago, had purchased Mr. Ely's stock in Standard Radio. He will continue as Chicago representative.

The changes, according to Mr. King, will not affect the administration or operation of Standard, which produces and distributes the Standard Library Service as well as various series of recorded programs. Formed two years ago, the company originally was headed by Mr. Ely, who now will devote his time to other enterprises but will continue his interest in radio.

In a joint statement, Messrs. Ely and King said the personnel of the company will remain intact. The change in the presidency, it was said, will in no way affect the operation of the firm in its relation with stations or in the operation of its domestic and foreign branch offices and representatives. Mr. King was one of the prime factors in organizing Standard Radio two years ago, although he did not carry an executive title.

Sapolio Tests Radio

SAPOLIO, one of the oldest trade names in national advertising, on April 17 will begin a test of radio in the New York area, using WJZ, Fridays, 9:30-9:45 a. m. with a program titled *Spotless Town Gazette* and featuring Bud Rainey in a dramatic and musical show. Enoch Morgan Inc., New York, which produces the soap product, has been quiescent in the advertising field in recent years but is just beginning to revive Sapolio's noted "Spotless Town" slogan and emblems. Radio has never before been used. Maxon Inc., New York, is handling the account.

WEBSTER-EISENLOHR Inc., New York (Girard cigar) will add WNAC, Boston, to its spot campaign. N. W. Ayer & Son Inc., New York, placed the account.

Hawaiian Island Radio Coverage does not cost—IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

British Selections Claimed by ASCAP

Sends List of 350 Numbers in Published by Warner Houses

A LIST of some 350 compositions, including such numbers as *Limehouse Blues* and *With All My Heart*, published by Warner houses, was declared to be embraced under ASCAP licenses held by broadcasting stations even though published by non-member music publishers, in a circular to all broadcasting stations mailed April 6 by E. C. Mills, ASCAP general manager. The list supplements one of a similar nature distributed in February.

The new list, in the main, appears to be composed of numbers written by British composers, and licensed by the British Performing Right Society, which is affiliated in this country with ASCAP. ASCAP has repeatedly claimed that despite the withdrawal of Warner publishers from ASCAP as of Jan. 1, it still has the right to license small performing rights under its contracts with composers. This, however, remains to be adjudicated.

Mr. Mills' letter read as follows:

Supplementing our circular No. 2329 of February 11th, wherewith was enclosed a first list of compositions published in the U. S. A. by non-members of ASCAP, the performing rights of which, notwithstanding the non-membership in ASCAP of the publishers, were nevertheless controlled by ASCAP, we now take pleasure in enclosing herewith a second list of such compositions showing (1) the title of the composition, (2) the name of the composer, (3) the name of the author, and (4) the name of the publisher.

Notwithstanding the fact that the compositions shown on the enclosed list are all published by firms personally non-members of ASCAP, please take notice that the works on this list are available for your use under ASCAP license and subject to all of its terms and conditions.

Continued item-by-item examination is being made of non-member catalogues, and I will supplement our two first circulars on this subject with additional information as soon as same has been secured.

Wrigley Also Sponsoring Dramas of Chicago Cubs

WILLIAM WRIGLEY Jr., whose company has just taken over the *March of Time*, using only 15-second commercials, has contracted for daily one-hour dramatizations on WIND, Gary, 7-8 p. m., of baseball games played by the Wrigley-owned Chicago Cubs. The idea of the ball club sponsorship, one of the few times a baseball magnate has contracted for station time, is to provide baseball for shutins and others unable to see the games, according to Charles F. Drake, assistant to the president of the Cubs. New and larger seats, just installed, reduce the capacity of the Cubs park by 4,000. Hal Berger, formerly of KNX, Hollywood, has developed a program style which intersperses dramatizations with disc sound effects.

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

RIDE THE MAGIC CARPET

WHAS

TO THE FIRESIDES OF MILLIONS

LOUISVILLE ● KENTUCKY

C.B.S. BASIC OUTLET

● ● EDWARD PETRY & CO. ● ●

● ● NATIONAL REPRESENTATIVE ● ●

GERTRUDE NIESEN on the Dodge All-Star Review, originating at WHAS Tuesday Evenings, 7:15 to 8.

WHAS

● 50,000-WATT STATION ● AS A BASIC OUTLET ● IS INFLUENCING SALES OF THOUSANDS OF DODGE AUTOMOBILES TO THOUSANDS OF FAMILIES. It will give your product *3,461,100 primary and secondary daytime coverage, and *4,399,200 night-time primary and secondary coverage of the rich Ohio Valley Market. In addition, all WHAS Broadcasts are almost national, offering your product a secondary area audience of 24,552,138 buyers.

Program Syndicate Is Started By Blackett-Sample-Hummert

Radio Feature Continuities, Similar to Those in Newspapers, Cover Wide Range of Subjects

TAKING an idea from his newspaper reading, Hill Blackett, of Blackett - Sample - Hummert Inc., Chicago, is introducing a new broadcast service based upon a scheme entirely new to radio, which is being spotted all over the country under the supervision of Robert J. Barrett Jr., radio executive for the agency.

"A reader can follow the news of the day and keep track of the daily developments in an important news story whether he habitually reads one paper in his home town or a dozen published in widely scattered parts of the country," said Mr. Blackett. "And, like as not, he will not be able to tell you, unless he is a one-paper man, just where he read any particular phase of the story.

"But, what gives a newspaper its individuality and differentiating characteristics is really the features that it carries, like sport pages, home economics pages, comic pages or various special columns or bits of comment from here and there. Although most of these features are syndicated, they are so restricted to certain papers in certain districts, one to a district, that they become 'exclusive' to those papers which carry them and are apparently, if not actually, the 'earmarks' of that paper."

Organizes Syndicate

ADAPTING these deductions to the radio field, Mr. Blackett conceived the idea of the Blackett-Sample - Hummert Radio Features Syndicate, covering various subjects in the category of established newspaper features. Contracts for the broadcasts on any single subject are being made for not less than 13 weeks, five days a week, and the subjects are scheduled to run consecutively. Arrangements thus far made cover the service for two years.

The machinery has been started, and is being kept in motion by Mr. Barrett, to be sponsored locally if desired, at the discretion of the separate stations subscribing to the service. All a station needs in order to handle the series of 15-minute broadcasts is an announcer and a set of records. Probably, in many cases, the announcer is already a member of the station staff.

The series starts with a sequence of "radio gossip" continuities written by Charles J. Gilchrest, radio editor of the *Chicago Daily News*. This will be followed by 13 weeks of sports continuities written by some nationally known figure in the world of sports, then movie personality talks by an equally prominent and popular leader in the motion picture field, 13 talks by a home economics expert, a series on "what's your problem" (a la Dorothy Dix and the Voice of Experience) and so on.

The Blackett-Sample-Hummert Radio Features appeal is being made primarily to stations of less than 1000 watts, but sales to stations of any size are contemplated, with a sliding scale of prices based on station wattage. The higher the wattage the higher the price.

The Gilchrest continuities, the first series of the service, has been contracted for in six states from Minnesota to Missouri and as far east as Rhode Island. Among the first stations, widely scattered over the country, to carry them were WTCN, Minneapolis - St. Paul; WSYR, Syracuse; KWK, St. Louis; WPRO, Providence, R. I.; KFAB, Lincoln, Neb. Applications for the broadcasts from United States and Canadian points are being received so fast that the agency says any list of stations, accurate today, would be only a partial list tomorrow.

The continuities being sent out are intended to cover five days each week for the term of the contract.

No More Hostesses

ASIDE from the personnel changes, the new efficiency and economy drive being instituted in NBC saw the abolition of all women receptionists in Radio City. It was decided that page boys could do the work as well and that they could be used on other jobs if necessary. This move took place April 4, with the pages now acting as reception clerks in addition to other duties.

Hecht Joins Store Net

HECHT Co., Washington, D. C. department store, has joined the *Morning Matinee* program broadcast over an independent hookup extending from Boston to Chicago. WOL is broadcasting the program in the interest of the Hecht store, which became a member of the network April 2. Rocke Productions Inc., New York, is producing the programs, with Donahue & Coe Inc., New York, handling the account.

MORE "EYES VERSUS EARS"

Exhaustive CBS Research Shows How Scientists Have Demonstrated Auditory Superiority

TALKING is better than writing because the ear is user much more than the eye in the daily sending and receiving of verbal messages.

Taking this theme, CBS has delved deeply into twentieth century research involving auditory versus visual suggestion. A wealth of material was uncovered in this systematic search through the literature on the subject, 17 investigations being summarized in *Exact Measurements of the Spoken Word*, published by CBS.

In abstract form, CBS presents reviews of each of the 17 investigations, a complete file of the studies being available at the CBS New York offices. Here are the results of the findings:

DR. HAYWOOD J. PEARCE (1902)—"Auditory suggestion is stronger than visual." By exact measurements he found that his instructions were 9% more effective when they were heard than when they were read.

DR. M. M.-C. SCHUYTEN (1906)—"From what has gone before (a comparison of numbers presented auditorally vs. visually and auditorally) we are able to deduce that the conception of a number, in order to be understood and retained by the mind most advantageously, must be presented in the most 'concentrated' manner possible." (i. e. by auditory method, alone).

DR. F. KUHLMANN (1908)—"Visual presentation of meaningless verbal material is always better than auditory presentation. But auditory presentation of meaningful verbal material is better than visual with . . . school children."

DR. J. CARLETON BELL (1908)—". . . we may conclude that . . . the auditory suggestion is more effective than the visual. . . ."

PROF. V. A. C. HENMON (1912)—"Auditory presentation is clearly superior to visual presentation in immediate memory of adults. This superiority of auditory over visual presentation holds for all materials (nouns, nonsense-syllable, numbers) for all subjects irrespective of image type, and for one, two and three presentations."

REV. JOHN V. LACY (1919)—"Under the conditions of our experiments, questions of fact, inference, or moral discrimination can be answered more adequately, immediately and upon delayed recall, when the narrative material has been presented by a story-teller."

PROF. D. A. WORCESTER (1925)—"In general, it would appear that there is an intrinsic superiority for retention in the auditory method of presentation."

DR. H. E. BURTT and Miss E. M. Dobell (1925)—"Material presented orally is recalled and recognized better than similar material presented visually."

PROF. D. A. WORCESTER (1925) in another study—"It is seen that the auditory method seems to be slightly but consistently the better method of presenting directions of this sort. It is to be remembered, too, that any advantage of method was in favor of visual presentation."

DR. HELEN J. REED (1931)—". . . in a comparison of the learning scores under two conditions . . . the auditory method is shown to be decidedly the better."

DR. GEORGE W. HARTMANN (1931)—"That material presented auditorally could be recognized much better than similar presented visually."

DR. MARION E. GRANT (1932)—"It is interesting to find that the highest coefficients are those obtained with material presented in an auditory fashion. . . ."

DR. HENRY N. DeWICK (1933)—"Auditory presentation of advertising copy is distinctly superior to visual presentation when the problem involved is the recall of the products and their trade names after a delay of from five days to five months."

DR. FRANK N. STANTON (1934)—"The auditory method of presentation is superior on each test-day for all three types of tests."

FRANK R. ELLIOTT (1936)—"Experiments on memory for trade names in advertisements presented on a screen and by radio showed superiority for the auditory mode in 19 out of 20 situations."

In an appendix the findings of Dr. Hadley Cantril and Dr. Gordon W. Allport in their book *The Psychology of Radio* are reviewed with a study by Dr. Richard Beatty.

Department Shifts Announced by NBC

Walter G. Preston Jr. Head of New General Service Branch

Mr. Preston

IN THE FIRST of a projected series of departmental revisions, designed by President Lenox R. Lohr to combine or coordinate departments handling similar functions into single units, NBC has appointed Walter G. Preston Jr. as manager of its newly-established general service department. Mr. Preston's appointment is a promotion from his post as assistant to David Rosenblum, NBC vice president and treasurer, in line with President Lohr's policy of making promotions from within the NBC organization so far as possible.

At the same time I. E. Showerman, assistant to the western division sales manager of NBC, on April 7 was transferred to New York as assistant sales manager of the eastern division, taking the place of John H. Bachem, who on April 1 was promoted to the sales managership under Roy C. Witmer, vice president. Mr. Bachem took the place vacated by Donald S. Shaw, who resigned April 1 to become assistant to H. A. McCann, president of McCann-Erickson Inc., New York agency, assuming charge of all its radio activities. Mr. Bachem had previously been Mr. Shaw's assistant.

Currently President Lohr also is considering the coordination of the sales promotion, merchandising and public relations departments of NBC under one head, with promotions in view.

Shifting of Functions

MR. PRESTON, who joined NBC in January, 1935, after having been for several years assistant to the president of the University of Chicago and before that connected with several Chicago life insurance companies, takes over the office supervision department formerly headed by David B. Van Houston; the service unit managed by John Carey, with Edward M. Lowell as his assistant; guest tours in charge of Gordon Mills, and office management headed by Quinton Adams.

All of these heads have been relieved of their former duties, with Mr. Van Houton and Mr. Lowell now serving as staff assistants to Mr. Preston, Mr. Mills continuing in charge of guest tours but reporting to Mr. Preston, and Mr. Carey and Mr. Adams relieved of their duties.

Mr. Lohr has given Mr. Preston carte blanche to develop the new general service department which now takes in 16 different services, namely, guest tours, supplies and receiving room, maintenance, office and structural changes, studio service, cleaning and porter service, evening and night service supervision, PBX operators, receptionists, first aid, mail and stenciling, audience mail, central stenographic, mimeographing, central files, personnel.

LIKE THE PIED PIPER OF HAMLIN

KWK BRINGS RESULTS

There is no doubt about the Pied Piper being a specialist in his own particular field. No ordinary, run-of-the-mine Piper could have gotten such unusual results.

KWK is also a specialist, but one whose efforts are directed toward making unusual sales results the usual, everyday thing.

You would be surprised—very pleasantly surprised—at the results we would bring you.

THOMAS PATRICK — INCORPORATED

HOTEL CHASE ST. LOUIS, MO.
REPRESENTATIVE—PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

WMAL Negotiation Waits Court Ruling

Validity of Purchase Contract For $285,000 Is Contested

A DECISION in the case of Hearst Radio Inc., versus the heirs of M. A. Leese over a purchase contract for acquisition of WMAL, Washington, for $285,000 cash, is expected within a month. The case was argued before Justice Jennings Bailey, of the District of Columbia Supreme Court April 1-3 and final briefs are due by April 25.

Counsel and witnesses for Hearst Radio contended that the contract signed with the three Leese heirs on Jan. 12, 1935, for purchase of the station for $285,000 was legal and binding. This view, in effect, was supported by Thomas P. Littlepage, Washington attorney and representative of the Leese estate, in testimony. The contract was written subject to formal revision at a later date and when the formal contract was offered, it was contended, the administrators refused to execute it.

The station, an NBC Blue network outlet, now is being operated under lease by NBC which runs until March 1, 1938. NBC pays $30,000 per year, plus $6,000 additional for studio rentals. This lease would not be affected in the event the court upholds the sale to Hearst Radio.

Validity of Contract

COUNSEL for the Leese administrators argued that the contract was not valid. They contended it contained certain conditions which have not been satisfactorily agreed to. Appearing for the heirs were George Hamilton Jr. and John Hamilton, attorneys. Witnesses included the three heirs — Mrs. Lorraine Good, Norman Leese and Earl Leese, children of the late station owner, and W. E. Miller, of Washington, a cousin.

Appearing as witnesses for Hearst Radio, in addition to Mr. Littlepage, were T. J. White, general manager of Hearst Enterprises, who signed the contract for Hearst, Mannheim Rosenzweig, New York counsel for Hearst, who also appeared as co-counsel with Elisha Hanson, of Washington, R. F. McCauley, associate of Mr. Rosenzweig, and John M. Littlepage, Washington radio attorney and son of Thomas P. Littlepage.

Justice Bailey allowed Hearst Radio until April 18 to file a brief and the defendants were allowed another week. It is indicated that, irrespective of the decision, an appeal will be noted to the U. S. Court of Appeals of the District of Columbia.

Macfadden Shifts

MACFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) has shifted the debut date of the *Good Will Court* to be sponsored over the entire Inter-City and Mutual networks, to June 7, Sundays 10:30-11 p. m. The program is currently on a sustaining basis on WMCA, New York. Both WMCA and WOR will broadcast the program in the New York area, and it will originate from WOR. Ruthrauff & Ryan Inc., New York, placed the account.

NEW AND UNIQUE WKY STUDIOS

Specialized Equipment Developed for $100,000 Home of Pioneer Station in Oklahoma City

A NEW WKY STUDIO — This kitchen-studio and auditorium in the elaborate new quarters of WKY, Oklahoma City, provides a setting for programs by Aunt Susan, home economics lecturer. It seats 100.

ONE of the nation's oldest broadcasting stations donned ultra-modern dress April 13 with the dedication of the new $100,000 studios of WKY, Oklahoma City. The station first took the air in 1920 as 5XT, and in 1928 became the property of the Oklahoma Publishing Co., publishers of The *Daily Oklahoman*, the *Oklahoma City Times* and the *Farmer-Stockman*.

Occupying the entire fifth floor of the new Skirvin Tower Hotel, the studios are unique as well as modern. The hotel, in reality, was built around the studios. The WKY floor was laid out from special plans at the time the hotel building was started and much of the equipment was developed especially for the station.

An invitation banquet to 600 persons was given by owners of WKY on April 13 at the hotel.

Original Devices

THE NEW quarters include five studios. The largest is 38 by 45 feet, seats 100 persons aside from a large orchestra and performers, and contains a 128-stop Kilgen organ. The banquet-ballroom of the hotel, which seats 1,200, also is equipped for broadcasting, and is to be used by WKY for extraordinary studio audience performances. Among the three smaller studios is the home economics auditorium which seats 100 [see photo].

In addition to usual acoustical treatments, the studios embrace a number of original devices developed by WKY engineers. They include a "talk back" telephone system whereby as many as four offices can engage in a telephone conference simultaneously. Another is a dialing system, similar to that used on mechanical switching phones, whereby any office on the floor may tune in any program or audition on 22 different available channels, simply by dialing.

Wherever possible, every mechanical operation has been made fully automatic. The throwing of a switch automatically lights a warning signal at the studio door when auditions are under way and prevents any portion of the audition from going on the air, even in the event the wrong button should be pushed accidentally.

The operating room contains an eight-panel high-fidelity RCA board, incorporating the newest improvements in radio engineering. Studio floors and walls are sound proof, and ceilings contain rockwool protection, finished with a perforated material to permit sound to enter the rockwool unit and disappear.

E. K. Gaylord is president of the Oklahoma Publishing Co., and of WKY. Edgar T. Bell, secretary-treasurer and business manager of the newspapers, is the directing head of the station. Gayle V. Grubb is station manager. Earl C. Hull, original owner of WKY, has remained with the station since 1920 as its chief engineer.

Among the notables invited to attend the dedication were George May, Batten, Barton, Durstine & Osborn Inc.; George Pearson, J. Walter Thompson Co.; G. Victor Lowrie, McCann-Erickson Inc.; George McGivern, Blackett-Sample-Hummert Inc.; Herbert L. Hulsebus, Stack-Goble Adv. Agency; Frank H. Hakewill, Roche, Williams & Cunnyngham Inc; Joseph F. Timlin, J. Walter Thompson Co.; Curtiss Mitchell of *Radio Guide*, and S. L. Katz, of E. Katz Special Advertising Agency, all of Chicago.

From Detroit, the contingent was to include Joe Hartigan, Campbell-Ewald Co. Inc., and I. H. MacKenzie, of J. Stirling Getchell Inc. From New York, Leonard T. Bush, Blackman Adv. Inc.; Max Hacker, Pedlar & Ryan Inc.; Robert White, William Esty & Co.; Frank E. Mason, NBC Vice President; Jack Latham, Young & Rubicam Inc.; Leonard Lewis of *Printers Ink*; Eugene Katz of E. Katz Special Adv. Agency, and from Baltimore, O. B. Bond, of Joseph Katz Advertising Agency.

A special car carrying the Oklahoma City contingent left New York April 11 and was carried all the way through to Oklahoma City.

TED GAILEY, program manager of KGER, Long Beach, and Mrs. Gailey, during a blizzard late in March, struggled six hours through snow and ice to obtain rescue for relatives marooned in a mountain cabin.

Food and Drug Bill To Enter Campaign

Suppression of Legislation by House to Be Political Issue

WITH THE last vestige of hope gone at this session of Congress for passage of the Copeland Bill to regulate the sale and advertising of food, drugs, devices and cosmetics, reports are current that the legislation—but even of a more stringent character—will be made a Democratic campaign issue.

The bill, passed by the Senate, is stymied in the House and all efforts to cram it through prior to adjournment this summer evidently have been abandoned. It is now pending before a subcommittee of the House Interstate & Foreign Commerce Committee which has never had a meeting on it since Congress convened in January.

Practically all serious opposition to the bill as it passed the Senate had disappeared, since it was stripped of provisions construed as objectionable by practically all of the advertising media, agencies and by numerous manufacturers. Certain proprietary groups still object to it, however, particularly because it would transfer regulation from the Federal Trade Commission to the Department of Agriculture.

The reports are that the Democratic Committee will endeavor to appeal to the women of the nation on food, drugs and cosmetics legislation. Defeat of the Copeland Bill during the last two sessions, it is hinted, will be laid at the doorstep of "interests" which lobbied against it.

Duart Enlarges Series

DUART SALES Co. Ltd., San Francisco (Creme of Milk Facial Cream) which has featured John Nesbitt, commentator, in *The Passing Parade* three nights weekly on KFRC, that city, for 13 weeks starting April 19 will extend the broadcast to include 12 CBS-Don Lee network stations in a weekly series. The schedule is as follows: Sunday, April 19, 7-7:15 p. m.; Wednesday, April 22, 9-9:15 p. m.; Thursday, April 30, 8:30-8:45 p. m. The feature will thereafter be heard Thursdays at the same hour. Duart on April 26, will augment this schedule for 13 weeks on 5 NBC-KPO stations, Sundays, 9-9:15 p. m., using the same feature. A quarter-hour news commentary series, featuring John Nesbitt, is being cut by Titan Productions Inc., San Francisco for the Duart. Both series are placed by Howard E. Williams Adv. Agency, San Francisco.

P. & G. Adds Three

PROCTER & GAMBLE Co., Cincinnati (Crisco) on April 6 added a three-station NBC-WJZ hookup to its five-weekly *Vic & Sade* NBC-WEAF program. Stations are WJZ, WSYR, WHAM, using the 10-10:15 a. m. period. The same continuity is used on the NBC-WEAF series at 3:30-3:45 p. m. Blackman Adv. Inc., New York, places the account.

KGHL, Billings, Mont., on April 7 was authorized by the FCC to shift to the 780 kc. wave length with power of 2,500 watts days and 1,000 watts nights.

What happened at WLS in MARCH

$18,000 for Flood Relief

WLS listeners responded with customary generosity when request for flood relief contributions was made over the station. More than $18,000 was received in two weeks; 6,000 listeners contributed. The American Red Cross administered all funds received at WLS.

Novel Amateur Contest

Chicago's police and fire departments are engaged in heated rivalry as a result of a novel amateur contest conducted by the "Keep Chicago Safe Committee" over WLS. Each Sunday morning two policemen and two firemen are invited to display their talents. Listeners' votes determine the winner. 7,473 voted in March.

196,545 Letters in March

For the second successive month WLS mail records were shattered when, in March, 196,545 listeners wrote. This tops last year's March response by 37% and the previous record for the month by 32%.

Proof of Results

During March a food advertiser increased his daily program to 45-minutes and renewed for 13 weeks; a washing-machine manufacturer renewed for 13 weeks; a life-insurance company added 30 programs; a tire manufacturer renewed for 13 weeks; a yarn manufacturer tripled his schedule—tangible proofs of WLS resultfulness. Altogether nine advertisers renewed or increased their WLS schedules during March.

In Radio Guide

Featured in a single issue of Radio Guide (March 7, 1936) were the following WLS artists and programs: Jim Poole, veteran livestock reporter — lead story on page 7; item about Uncle Ezra—page 10; photograph of Sally Foster, Uncle Ezra and Verne, Lee and Mary, National Barn Dance favorites—page 11; listings of Julian Bentley, WLS Newscaster, and WLS National Barn Dance in popularity poll—page 12; half-page photograph of Lulu Belle—back cover. Radio Guide has a national circulation of 400,000.

Another Milestone

March 14, 1936 was the start of the 5th year and was the 210th consecutive week that the WLS National Barn Dance has been broadcast from the stage of the Eighth Street Theatre, in Chicago. In this time 451,392 persons have paid to see these broadcasts presented. The National Barn Dance has been on the air twelve years.

11,200 Names

When Otto and His Tune Twisters, WLS instrumental and vocal quintet, asked listeners to help select a new name for them, 11,200 listeners responded.

Radio Fills the Gap

When Robinson, Illinois, was isolated in mid-March by a severe snow and ice storm, a 12-minute skeletonized United Press pony report was broadcast by WLS Newscaster, Julian Bentley, to the *Robinson Daily News*. This is the third time WLS has acted in such an emergency.

News Reporter

Clear, concise, intelligent, Julian Bentley's newscasts over WLS attract a vast audience. Radio Guide's current popularity poll shows him a leader among the nation's news commentators.

WLS 50,000 WATTS
The Prairie Farmer Station
1230 WASHINGTON BLVD. CHICAGO
BURRIDGE D. BUTLER, President GLENN SNYDER, Manager
NATIONAL REPRESENTATIVES JOHN BLAIR & CO.

FCC Approves Six New 100-Watters And Deletes KGBZ

Applications for Three Other New Stations Are Denied

CONSTRUCTION of six new 100-watt broadcasting stations in as many communities was authorized by the FCC Broadcast Division in decisions at its April 3 and 7 meetings, at which it denied applications for three others and also ordered a denial of a license renewal to KGBZ, York, Neb. The York station's half time on 930 kc. was ordered turned over to KMA, Shenandoah, Ia., with which it shares, the Broadcast Division sustaining the recommendation of Examiner Hill that KGBZ's services have not been up to standard.

Charles C. Theis on April 7 was authorized to erect a new full-time 100-watter on 1210 kc. in Wichita, Kan., sustaining Examiner Seward's finding that a local service was desirable there after the Commission had denied as in default the application of KFBI, Abilene, to move into Wichita, and overruled the petition of the Steffens Ice & Ice Cream Co., of Wichita, to intervene in behalf of its own application for a new 100-watter.

The Big Spring Herald Publishing Co., Big Spring, Tex., on the same day was granted a new full time 100-watter on 1500 kc. in that community, and the North Texas Broadcasting Co., Paris, Tex., affiliated with the *Paris News*, was granted similar facilities. Examiner Bramhall's findings at joint hearings last June were sustained, including the denial of a daytime station on the same frequency to the Plainview Broadcasting Co., Plainview, Tex.

Connecticut Station

ON APRIL 3 the division granted the Thames Broadcasting Corp., New London, Conn., a permit for 100 watts daytime on 1500 kc., sustaining Examiner Walker; granted Fountain of Youth Properties Inc., St. Augustine, Fla., 100 watts full time on 1210 kc., sustaining Examiner Hyde; and granted 100 watts full time on 1200 kc. to E. F. and S. F. Sapp, trading as Waycross Broadcasting Co., Waycross, Ga. The New London company's principals are Roderick L. Morey, Boston, and Edwin J. and Gerald J. Morey, his sons, of New London, and Daniel E. Noble, assistant professor of engineering at Connecticut State College and engineer and manager of WCAC and W1XBS, Storrs, Conn. Gerald J. Morey formerly was with WHDH, Boston, and will become manager.

The Mayor of St. Augustine, Walter B. Fraser, heads the company securing the new station there. The Waycross applicants are a local practicing physician and lawyer, respectively, who are brothers.

The division reversed Examiner Dalberg in denying the application of D. A. Gibbs Jr. and E. H. Shemerry, of Williston, N. D., for a part time 100-watter there on 1500 kc., and upheld Examiner Hyde in denying J. E. Davidson Jr., M. M. Smith and J. M. Davidson their joint application for 100 watts full time on 1370 kc. in Kansas City.

In the KGBZ deletion order, which is effective May 8 unless an appeal to the courts is taken, both KGBZ and KMA were applicants for the same facilities — namely, full time on 930 kc., which they shared. Examiner Hill found that the May Seed & Nursery Co. was legally, financially and technically qualified to continue operating KMA, while he asserted that the showing of KGBZ at the hearing last August was unsatisfactory as to its financial responsibility. Several suits are pending against Dr. George R. Miller, operator of KGBZ, the examiner's report stated, and it was pointed out that Dr. Miller has been negotiating the sale of the station. It is under purchase option to the *Omaha World-Herald* interests.

Stock sale promotions over the air and questionable medical broadcasts were also charged against KGBZ by the examiner, who held that its further operation would not serve public interest.

VOICES RIDE BEAM

WPTF Broadcasts Sound Sent Via a Ray of Light

VOICES impressed on a light beam and transmitted on it 9,150 feet were broadcast April 3 by WPTF, Raleigh, N. C., as part of a program from the Engineering Fair at North Carolina State College. The light beam was intercepted by a photoelectric cell and transmitted to the control room.

No distortion or fading occurred in the transmission, arranged by Henry Hulick, WPTF chief engineer, and W. R. Boykin, senior engineering student.

Realtors in Philadelphia Plan Advertising Drive

DRAMATIZATION of the benefits of home ownership and of the fundamental value of land will be the theme of an advertising campaign shortly to be started to produce an upswing in the Philadelphia real estate market. Radio presumably will be used with other media in the campaign, for which a budget of $100,000 is planned. It is proposed to run the campaign for six to nine months. The Philadelphia Real Estate Board has already contributed $5,000 toward the fund. Supervisors of the campaign were named as follows: C. S. Newhall, president, Pennsylvania Company for Insurances on Lives and the Granting of Annuities; H. P. Liversidge, vice president, Philadelphia Electric Co.; William H. Kingsley, president, Penn Mutual Life Insurance Co.

Standard Brand Change

STANDARD BRANDS Inc., New York (Fleischmann's yeast for bread) on July 5 will substitute on NBC-WJZ an MBS sustaining feature, titled *Husbands & Wives*, for the Robert Ripley Sunday evening program, which goes off the air for the summer. Ripley will return Oct. 4. Mrs. Allie Lowe Miles and Sedley Brown act as interlocutors who interview men and women who come to the studios to air their marital tales of woe in the new series. J. Walter Thompson Co., New York, has the account.

BASEBALL BROADCAST—Here are Bob McConnell, sports reporter of WROL, Knoxville, and Connie Mack, of the Philadelphia Athletics, just before the Knoxville Smokies met the A's. WROL has been giving interviews with major league players appearing there in exhibition games.

Jack Howard Joins Radio With WNOX Assignment

Mr. Howard

JACK HOWARD, son of Roy W. Howard, chairman of the board of Scripps-Howard Newspapers, will join the staff of WNOX, Knoxville, Tenn., this month to gain experience in the radio field. His assignment to radio is regarded as particularly significant in view of his father's previous dubious attitude toward radio — an attitude that has altered notably during the last year, with the Scripps-Howard organization setting up its subsidiary Continental Radio Co. to acquire and operate radio stations. WNOX and WCPO, Cincinnati, have already been acquired by Continental.

Mr. Howard will report to Karl Bickel, president of Continental, and James C. Hanrahan, vice president, who is now personally supervising the operations of WNOX. Young Howard has just returned from a trip around the world, during part of which he and his wife accompanied his father. A 1932 graduate of Yale, where he was editor of the college daily, young Howard has had a wide and varied experience in newspaper work, including reportorial work on the *Japan Advertiser* in Tokyo, the *Shanghai Post & Mercury*, the *Indianapolis Times*, the *Washington News* and an assignment in Manchuria for the United Press.

Scripps-Howard Discs

DIRECTED by Max Cook, promotion editor, Scripps-Howard Newspapers Inc., which through a subsidiary operates WNOX, Knoxville, and WCPO, Cincinnati, has begun to deliver transcriptions from its New York headquarters, 230 Park Ave., to all of the 21 newspapers in its group for placement on local stations with which they have affiliations. The 15-minute recordings, made by U. S. Recording Co., Washington, feature various writers of the Scripps-Howard syndicates. In New York the *World-Telegram* places the programs on WHN.

Baseball Openings Attract Sponsors

General Mills Biggest Buyer Of Athletic Broadcasts

OFFICIAL opening of the major league baseball season in mid-April finds sponsors all over the country prepared with station contracts covering big league and local games. Broadcasts will include play-by-play descriptions from the scene, play-by-play accounts based on wire services, inning-by-inning scores, post-game resumes and reenactments, and summaries of scores.

Atlantic Refining Co., Philadelphia (gasoline) will sponsor a play-by-play description of all the home games of the Athletics and Phillies on WIP starting April 14. Dolly Stark, a former big league umpire, and Les Quailey, Ted Husing's aide, will announce. N. W. Ayer & Son, New York, is agency.

General Mills Inc. is one of the biggest buyers of sport programs, sponsoring baseball in all parts of the nation.

CBS on April 12 broadcast a baseball program, with pickups from seven cities in which a number of famous players appeared, as well as league officials. NBC on April 11 put on a similar program.

Transcribed camp interviews by Lowell MacMillan, sports announcer of WHAM, Rochester, with Kendall Oil as sponsor, were used later by KWK, St. Louis. In Boston Yankee Network started its baseball season with a play-by-play account of an exhibition game between the Red Sox and Bees, local teams. Fred Hoey started his 11th consecutive season as a baseball announcer. General Mills and Socony Vacuum Inc., New York, are sharing sponsorship of the 128 Boston games, using alternate days. Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners) is sponsoring evening scores on Yankee, starting April 13.

WBRC, Birmingham, is broadcasting Southern League games of the local team when out of town, with T. E. Connor, member of the Legislature, as announcer. General Mills and Kelvinator share sponsorship.

In Charlotte, N. C., General Mills is sponsoring Boston Red Sox games with Charlotte fans adopting the team for the season. KIRO, Seattle, will broadcast games of the local club under General Mills sponsorship, Leo Lassen to do the announcing.

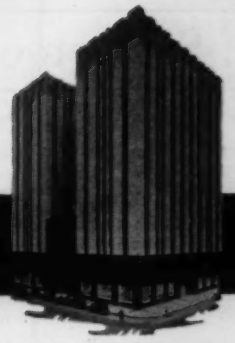
WBZ-WBZA, Boston-Springfield, will carry five-minute resumes of Red Sox games, using Jimmie Foxx as announcer for Spencer Chain Stores Inc., the sponsor.

Corning Baking Co. will sponsor foreign games of the Elmira, N. Y. team on WESG, starting April 29, Southern Oil Co. will sponsor scores of four leagues. Alan Hale, of WISN, Milwaukee, has returned from several weeks at Florida training camps and started his *Sports Parade* program April 6.

WGAR, Cleveland, tied up by NBC afternoon commercials, will cover games of the Cleveland Indians with a series of sidewalk broadcasts outside the ball park.

WINS, New York, will sponsor its own baseball team in the Queens Alliance league of semi-pro teams and has acquired exclusive rights to all of the league's games.

ON APRIL 13th A NEW ERA IN BROADCASTING BEGAN IN OKLAHOMA WITH THE OPENING OF



WKY's NEW STUDIOS

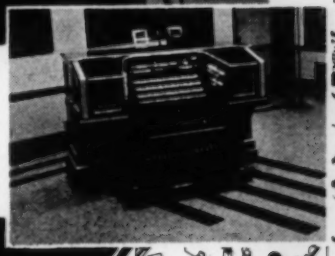
Central speech input control room, above, with RCA high fidelity equipment throughout.

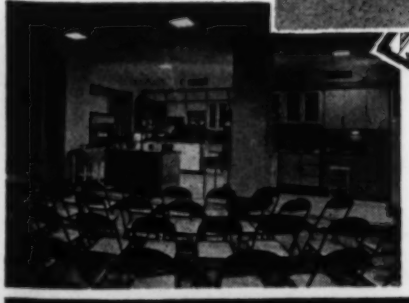
Studio "A", right. Large enough for radio productions of any type with seating capacity of 150. In addition, an accoustically treated ballroom in same building is available as an auditorium studio seating 1200.

AIR CASTLE of the Southwest

Studio "B", above, taken from central room. One of the three smaller studios for solo and dramatic broadcasts.

Kilgen pipe organ, right, designed especially for WKY. Probably the largest and most remarkable organ ever built for broadcasting.





Kitchen-studio, left, seating 100, from which Aunt Susan, Oklahoma's "housewife-in-chief" airs her daily lectures

A STANDOUT ACHIEVEMENT IN STUDIO DESIGN, ACOUSTICS AND ENGINEERING

PLANNED with audacity and executed with characteristic vigor, WKY's new studios eclipse America's finest in beauty, design, facilities and technical excellence. Only a handful exceed them in size.

This new castle of the air occupies an entire floor especially provided for it in the original plans of Oklahoma City's new Skirvin Tower Hotel. Six studios, including an ultra-modern kitchen-studio and an auditorium seating 1200, provide ample facilities for radio productions of any size or type.

The entire floor is air-conditioned. The most recent developments in accoustical engineering together with RCA high fidelity speech input equipment achieve perfection in transferring program quality from studio to air. Many unique innovations are the marvels of radio technicians as well as laymen.

To WKY's audience, this new air castle marks another crescendo in WKY's endless symphony of superior entertainment and outstanding community service . . . another event to keep WKY the most talked-about, most listened-to station in Oklahoma.

To WKY's staff of able showmen, it provides a new and bigger stage on which to build the Southwest's finest airshows.

To advertisers, it spotlights WKY as the lead station of the Southwest with an audience whose size, loyalty and responsiveness make it a standout in results and economy.

The Only Full-Time NBC Outlet in Oklahoma

WKY • OKLAHOMA CITY

Representative
E. KATZ SPECIAL ADVERTISING AGENCY

Affiliated with THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES *and the* FARMER-STOCKMAN

U. S. Supreme Court Nullifies Tax on Station Receipts . . .

TEXT OF OPINION OF COURT

Mr. Justice STONE delivered the opinion of the court.

This appeal from a judgment of the Supreme Court of the State of Washington, Judicial Code, Section 237, presents the question whether a state occupation tax, measured by the gross receipts from radio broadcasting from stations within the state, is an unconstitutional burden on interstate commerce.

Appellant brought suit to enjoin appellees, the State Tax Commission, from collecting the tax, laid by Section 2 of Chapter 191 of the Washington Laws of 1933, as an infringement of the commerce clause of the federal Constitution. On demurrer to the bill of complaint, and on stipulation of the parties that the cause might be decided upon the facts there alleged, the state Supreme Court gave final judgment for the appellees. — Wash. —.

Appellant maintains, within the state, two broadcasting stations licensed by the Federal Radio Commission (now the Federal Communications Commission). One is licensed to operate with power and a radio frequency enabling it to broadcast throughout the "fifth zone," which comprises eleven western and northwestern states, including Washington, and the Territories of Alaska and Hawaii. The other is licensed to operate as a "clear channel" station, that is to say, a station to which the Commission has assigned a radio frequency to be used at such time and with such power as will enable it to broadcast throughout the United States without interference by other stations. Secs. 2, 4, 5, Federal Radio Act of 1927 [this act has been superseded by the Act of June 19, 1934, 48 Stat. 1081, 47 U. S. C. Sec. 301ff], 44 Stat. 1162; Regulations, Federal Radio Commission, File No. 5-R-B-63 and Official No. 63; File No. 5-R-B-67 and Official No. 67, Nos. 70-75, No. 111, Nos. 116-124. These stations broadcast over the areas for which they are licensed, and the adjacent high seas and a part of Canada.

Broadcasting, according to the allegations of the complaint, is accomplished by the generation, at the broadcasting station, of electro-magnetic waves, which pass through space to receiving instruments which amplify them and translate them into audible sound waves. The essential elements in the broadcasting operation are a supply of electrical energy, a transmitter, the connecting medium or "ether" between the transmission and receiving instruments, and the receiving mechanism.

Appellant's entire income consists of payments to it by other broadcasting companies or by advertisers for broadcasting, from its Washington stations, advertising programs originating there or transmitted to them from other states by wire. Appellant "sells time" to its customers at stipulated rates, during which it broadcasts from its stations such advertising programs as may be agreed upon. During such time as is not sold, it broadcasts, at its own expense, "sustaining" programs, as required by the regulations of the Federal Radio Commission. The customers desire the broadcasts to reach the listening public in the areas which appellant serves, and a large number of persons, many of them in other states, listen to the broadcasts from appellant's stations.

The state Supreme Court recognized that state taxation of gross income derived from interstate commerce is forbidden by the commerce clause. But it upheld the tax on the ground that the business from which appellant receives its income is not interstate commerce. It conceded, as it had previously held, Van Dusen v. Department of Labor and Industries, 158 Wash. 414, that broadcasting is commerce, and that the broadcasting by appellant of its own programs for which it does not receive pay is interstate commerce. But it concluded that appellant's remunerative business is not interstate commerce because it consists of furnishing, within the state, the facilities of its stations to customers who use them for broadcasting their programs, and the business of providing such facilities, like that of providing a bridge for the use of others in crossing state lines, is not commerce. See Detroit International Bridge Co. v. Corporation Tax Appeal Board, 294 U. S. 83; Henderson Bridge v. Kentucky, 166 U. S. 550.

We may assume, although it is not alleged, that appellant's customers produce the sounds which are broadcasted. But it sufficiently appears, although the complaint does not specifically so state, that appellant, and not the customer, generates the electric current and controls the apparatus (generator, transmitter and their controls) by which the sounds are broadcasted. The complaint states that appellant operates its stations and conducts the business of broadcasting in the manner already described, and that the license to operate them is granted to appellant by the Federal Radio Commission under the Federal Radio Act. These allegations, read in the light of the statute, which forbids any save licensees to operate broadcasting apparatus, Section 1, Federal Radio Act of 1927, 44 Stat. 1162, and of the facts of which we have judicial knowledge, see Buck v. Jewel-La Salle Realty Co., 283 U. S. 191, 200; DeForest Radio Co. v. General Electric Co., 283 U. S. 664, 670, et seq., must be taken to state that the broadcasting of radio emanations, as distinguished from the production of the sounds broadcasted, is effected by appellant and not by its customers.

The sounds broadcasted are not transmitted from the microphone to the ears of listeners in other states. They do not pass as sound waves to the receiving mechanisms. They serve only to enable the broadcaster, by the use of appropriate apparatus, to modulate the radio emanations which he generates. These emanations as modulated are projected through space to the receiving sets. There, by reverse process, they so actuate the receiving mechanisms as to produce a new set of sound waves, of frequencies identical with those produced at the microphone. On the argument it was conceded that, in broadcasting for its customers, appellant, by generating the necessary electric power and controlling the transmitter, produces the radio emanations which actuate the receiving mechanisms located in other states. Upon the facts alleged, we see no more basis for saying that appellant's customers do the broadcasting than for saying that a patron of a railroad or a telephone company alone conducts the commerce involved in his railroad journey or telephone conversation.

Appellant is thus engaged in the business of transmitting advertising programs from its station in Washington to those persons in other states who "listen in" through the use of receiving sets. In all essentials its procedure does not differ from that employed in sending telegraph or telephone messages across state lines, which is interstate commerce. Western Union Telegraph Co. v. Speight, 254 U. S. 17; New Jersey Bell Tel. Co. v. State Board of Taxes, 280 U. S. 338; Cooney v. Mountain States Tel. & Tel. Co., 294 U. S. 384; No. 593, Pacific Tel. & Tel. Co. v. Washington, decided March 2, 1936. In each, transmission is effected by means of energy manifestations produced at the point of reception in one state which are generated and controlled at the sending point in another. Whether the transmission is effected by the aid of wires, or through a perhaps less well understood medium, "the ether", is immaterial, in the light of those practical considerations which have dictated the conclusion that the transmission of information interstate is a form of "intercourse", which is commerce. See Gibbons v. Ogden, 9 Wheat. 1, 189.

Similarly, we perceive no basis for the distinction urged by appellee, that appellant does not own or control the receiving mechanisms. The communications broadcasted are no less complete and effective, nor any the less effected by appellant, because it does not own or command the apparatus by which they are received. The essential purpose and indispensible effect of all broadcasting is the transmission of intelligence from the broadcasting station to distant listeners. It is that for which the customer pays. By its very nature broadcasting transcends state lines and is national in its scope and importance—characteristics which bring it within the purpose and protection, and subject it to the control, of the commerce clause. See Federal Radio Commission v. Nelson Bond & Mortgage Co., 289 U. S. 266, 279.

It is unnecessary to determine whether, as the court below suggested and appellee argues, like considerations would require us to hold that the exposure of a sign board, in one state, to the view of dwellers in another, is likewise interstate commerce. Whether the practical and scientific aspects of such an operation bring it within the range of those factors which we deem controlling here, may well be left for decision when such a case is presented. See Pantomimic Corporation v. Malone, 238 Fed. 135.

As appellant's income is derived from interstate commerce, the tax, measured by appellant's gross income, is of a type which has long been held to be unconstitutional burden on interstate commerce. Philadelphia & So. Mail S. S. Co. v. Pennsylvania, 122 U. S. 326; Leloup v. Port of Mobile, 127 U. S. 640; Galveston, H. & S. A. R. Co. v. Texas, 210 U. S. 217; Crew-Levick Co. v. Pennsylvania, 245 U. S. 292. But appellee further contends, as the state court thought, that, even though broadcasting involves interstate commerce, the maintenance and operation of appellant's stations includes intrastate activities which may be subjected to state taxation, as was the generation of electricity, transmitted to points outside the state, in Utah Light & Power Co. v. Pfost, 286 U. S. 165. There the tax was measured by the amount of current generated at the taxpayer's hydro-electric plant, from which electric power was supplied to consumers in other states. This Court held that the operation of generating electrical power, although virtually simultaneous with its transmission, is so distinct and separable from the operation of transmission, in interstate commerce, as to be the appropriate subject of a state tax. The argument now made overlooks the fact that the present tax is not levied upon or measured by appellant's generation of electro-magnetic waves, but by its gross receipts for the service it performs, which includes both the generation of the energy and its transmission as a means of communication interstate.

Whether the state could tax the generation of such energy, or other local activity of appellant, as distinguished from the gross income derived from its business, it is unnecessary to decide. See City of Atlanta v. Oglethorpe University, 178 Ga. 379. It is enough that the present is not such a tax, but is levied on gross receipts from appellant's entire operations, which include interstate commerce. As it does not appear that any of the taxed income is allocable to intrastate commerce, the tax as a whole must fail. Cooney v. Mountain States Tel. & Tel. Co., supra; cf. Pacific Tel. & Tel. Co. v. Washington, supra, and the judgment of the state court must be reversed and the case remanded for further proceedings not inconsistent with this opinion.

Reversed.

State Efforts to Impose Taxes on Radio Given Blow by Washington State Ruling

A KNOCK-OUT blow to the efforts of state legislatures to enrich depleted exchequers through occupation, income and other taxes upon receipts of broadcasting stations, was delivered March 30 by the U. S. Supreme Court in an opinion reversing the judgment of the Supreme Court of Washington state which had upheld a state occupation tax of 1% upon the gross receipts of stations.

In an unanimous opinion, the nation's highest tribunal held broadcasting to be an instrumentality of interstate commerce , and under the circumstances, not subject to state taxation. The appeal was by Fisher's Blend Station Inc., operating KOMO and KJR, Seattle, and was in the nature of a test of the right of states to tax broadcasting stations on the ground that their revenues are derived in intra-state commerce.

Because of the importance of the issue, the NAB, and the major networks collaborated in the appeal. Godfrey Goldmark, of New York, and Donald G. Graham, of Seattle, presented the arguments for the stations, while E. P. Donnelly, assistant attorney general of Washington, appeared for the state.

The opinion, because it is applicable only to the type of statute adopted by the State of Washington, does not automatically block all state efforts to tax broadcasting. It will serve to prevent taxation under the same circumstances and conditions, however, in all other states. Other state legislation proposing imposition of taxes under different conditions, may have to be finally adjudicated by the Supreme Court.

Affects Many States

THE OPINION, however, is of vast importance and significance because some two dozen states have legislation either enacted or pending proposing levies of the same character. The fact that the Supreme Court again has held that broadcasting is interstate commerce, naturally adds to the belief that under almost any set of legal circumstances, the court will be disposed to find such state levies upon broadcasting improper and unlawful.

The court did not decide whether the state can tax the generation of energy or other "local activity" of stations, as distinguished from the gross income derived from its business. This, said Justice Har-

(*Continued on page 55*)

WSAI GOES TO TOWN!

—with the most complete news service carried by any station in greater Cincinnati. This news service not only makes available to the WSAI audience local news gathered by its own staff of reporters throughout the Cincinnati area, but also the full service of the following news bureaus:

International News Service
Universal News Service
TransRadio Press Service
Dow-Jones Financial News Service
Western Union Sports Ticker

The news from these services is compiled and edited by WSAI's own staff of editors, giving a unique flavor and an individual character to "News from WSAI."

Four quarter hour periods daily, at the most strategic times.

THE CROSLEY RADIO CORPORATION, CINCINNATI

Merchandising Notes

Chevrolet's 387-Station Drive — Laundry Success — Fast Action on Sears-Roebuck Prizes—Tums Times

DEALERS of Chevrolet Motor Co. assembled in Detroit to listen to factory officials unroll the plan of activity for spring selling, were treated to a dramatic surprise presentation of how Chevrolet intends to back them up over radio air lanes this spring.

During the general advertising presentation by C. P. Fisken, advertising manager of Chevrolet, it was announced that the next *Musical Moments* transcription series would have as star artists the cast of the present Chevrolet air show—Rubinoff and his orchestra, Virginia Rea and Jan Peerce, guest stars, and Graham McNamee announcing.

The dealers were then told that they would hear a typical program of the new series. A knob was turned on an imitation radio cabinet 12 feet high, the dial face lit up, and the theme music for *Musical Moments* streamed out. As the announcement ended and the first notes of the program began, the curtain rose, and on the stage were Rubinoff and his men, plus the rest of the cast.

Their special trip to Detroit to play for the dealers at the advertising session was a complete surprise, and was the high spot of the series of meetings, dealers declared.

* * *

PURE OIL Co., using the *Jimmie Mattern* discs in its territory, has started a prize contest based on statements from the radio audience relative to the features of Pure Oil gasoline. Entry blanks are being dispensed from Pure Oil stations. The contest includes $10,000 worth of travel trips and other merchandise. First prize is a 25-day trip to the Hawaiian Islands for two, or $1,000 in cash; nine other prizes of trips to California, Mexico, and Yellowstone Park for two, or cash equivalent; the remaining 250 next best letters submitted receive wrist watches.

* * *

ARMA ELEVATOR Co., sponsoring a thrice-weekly program on WMBH, Joplin, Mo., for its White Goose flour, presents its commercials in the form of dialogue between Jim West, mountaineer singer, the White Goose, and the announcer. The dialogue consists of a three-party argument over the merits of the product.

* * *

WLS, Chicago, has started publication of a monthly review in which achievements of the station are reviewed. It is illustrated and contains quick-reading material of the promotional type. Featured in the resume of February achievements is the 67,319 total of ballots received on the change of time in Chicago.

* * *

P. LORILLARD Co., New York (Old Gold cigarettes) took a one-time program over Inter-City Group March 31, to broadcast a play-by-play description of the Stanley Cup hockey contest. Lennen & Mitchell Inc., New York, placed the account.

THE Milwaukee Laundry-owners Association, a cooperative group, announces unusual success with a program which it recently inaugurated over WISN, that city, in the form of the Radioaids Inc. laundry transcribed series with three five-minute episodes a week.

On the air the cooperative group uses the slogan "The Better Laundries of Milwaukee". This slogan also is used in the telephone directory where, under the classified heading of "The Better Laundries of Milwaukee", the entire membership is listed alphabetically.

The Radioaids programs do not give individual laundry names or prices. However, many of the individual laundries use newspaper advertising next to the radio column on the days of the broadcast and give prices and specials.

The series will continue for 64 episodes. Assessment of each member for the cost is made by the association on the basis of the business volume of local plants.

* * *

OVER 35,000 entries were received by the 36 New Jersey laundries sponsoring a cooperative radio program on WOR, Newark, in a recent contest. Ballots were distributed by the laundries themselves but the contest was promoted on the air. Ballots contained questions for contestants to answer, with 10,000 saying they preferred laundry service because it safeguarded their health, and 12,000 replying that they used the laundries to avoid drudgery.

* * *

WHIO, Dayton, signed 2,500 members for its Jimmie Allen Club within four days in connection with the Air Adventures of Jimmie Allen series. Krug bakeries, sponsoring the program, announce a decided increase in sales.

CONTINENTAL BAKING Co., New York (Wonder bread), which began on April 13 a five-weekly schedule on its CBS *Renfrew of the Mounted* series, has put an enlarged merchandising program in full swing with expansion of its network time. Posters are used on all delivery vehicles and 150,000 broadsides are being sent dealers.

A treasure hunt is being written into the script and maps are sent listeners who stop at grocers and fill in a card. A million loaves of Wonder bread contained inserts promoting the hunt and 2,000,000 Renfrew buttons were distributed from grocery stores after the first two announcements, exhausting the supply. All fan mail is answered by Inspector Douglas Renfrew on his official stationery.

* * *

"IT PAYS to Radio Advertise," says the John Taylor Drygoods Co., of Kansas City, which has just renewed for the fourth year its daily morning feature over KMBC of that city. The program, from 9-9:15 a. m., is a novel one. It appeals to the woman buying audience. Joanne Taylor, who operates the personal shopping service of the store, simulates the functioning of her office over the air, and dramatizes the shopping service, shifting from one merchandise department to another. Since the program was started, two assistants have been added to her office. Ferry-Hanley Adv. Co. places the account.

* * *

FOR THE five best questions or problems submitted weekly to the *Vox Pop* program sponsored on an NBC-WEAF network by Molle Co. $50 wrist watches are given. Men and women may enter the contest by sending in the complete carton from a tube or jar of Molle shaving cream. Others who enter receive a package of five Molle razor blades as a consolation prize.

* * *

AN ANIMATED map in which markets in its service area are depicted by industries is being distributed by WHK, Cleveland. Complete market and station data are included.

BLANKETING THE NATION—Chevrolet dealers, meeting recently in Detroit, saw this graphic portrayal of how the WBS transcription drive on 387 stations is covering the country. This coverage map and the simulated microphones occupied one of the three large stages in the General Motors Bldg. auditorium.

TWELVE THOUSAND widely scattered dealers in the products of the A. H. Lewis Medical Co., St. Louis, received official notifications recently of the company's new five-weekly NBC broadcast and were supplied with copies of the *Tums Times*, titled with the name of the broadcast, for distribution among their patrons.

The account was placed with NBC through Gardner Adv. Co., St. Louis, whose representative was Roland Martini, their radio executive. The original contract calls for 13 weeks on the air.

The Lewis Co. has been on the air, more or less, for several years, but this is the first time it has attempted the five-a-week variety of programs. Three years ago the company sponsored weekly programs on CBS but since that time limited itself to spot announcements, principally in New England.

The new program, in which the actors, Russell Pratt and Bob O'Neill are both former newspapermen, reveals to listeners the inside of the editorial offices of a small newspaper, with glimpses of how all its news and features are handled, giving the comedy touch to everything in newspaper routine.

The *Tums Times* is successor to *Chuckles Chronicle*, which had been a sustaining program for six weeks. Then the Lewis Company heard it and almost at once selected it for sponsorship. One Tums wrapper brings a copy of the *Times* to listeners.

* * *

WHEN eight large packages of flower seeds were offered to listeners on the *Monticello Party Line* program broadcast weekdays on 21 Southern stations by Dr. W. B. Caldwell Inc., Monticello, Ill., (Dr. Caldwell's Syrup of Pepsin), more than 20,000 members enrolled in a hurry, according to J. E. Giebish, radio director of Cramer-Krasselt Co., Milwaukee, producing the program. He predicts 200,000 gardens will flourish this summer as a result of the idea.

Some weeks ago the sponsor offered a cook book, the offer pulling 187,000 requests after three announcements. Dr. W. B. Caldwell Inc., is a division of Sterling Products Inc., New York. Thompson-Koch Co., Cincinnati, is the agency.

* * *

ALMS & DOEPKE Co., Cincinnati store, broadcasts a *High School Foundation Hour* on WCPO, with students competing for a chance to appear on the program. Winners on the Saturday morning series are selected by spectators at the broadcasts, staged in the stores auditorium, who put the contestant's name as well as their own and drop it in a voting shop in the store. The company is offering $500 in prizes, with the 12 weekly winners competing on the 13th week for cash awards.

* * *

FAST action in contests is provided by the Sears-Roebuck store in South Bend, Ind., broadcasting a new daily series on WSBT-WFAM. The program, titled *You're Telling Me*, originates in the refrigerator department of the store. Lady shoppers are invited to the microphone to talk about the Coldspot refrigerator. Judges listening on sets in different parts of the store awarded a $5 prize each program.

If it's RESPONSE *you want!*

From Oct. 1, 1935 to Apr. 1, 1936 (which is 183 days, 4,392 hours, 263,520 minutes) . . . *deep breath* . . . 1,197,008 WOR listeners; ergo, more than 4 each minute, have sat down, dipped pens, tapped typewriter keys, while a few have used plain pencils, to write in and tell us and our sponsors how good we are. And . . . this does NOT include thousands of letters mailed direct to the sponsors. It's just a letter-to-station count. Witness the mail received by a *mere* seventeen of them: Purity Bakers 438,161 . . . Gordon Baking Co. 273,677 . . . Uncle Don Sponsors 86,606 . . . Vim Radio 57,324 . . . Martha Deane Sponsors 47,867 . . . B. C. Remedy 27,638 . . . Drug Trade Products 25,028 . . . Bathasweet 24,115 Alfred McCann 22,246 . . . Furn-X 20,275 . . . Illinois Meat Company 17,052 . . . Glamé 12,865 . . . Axton Fisher 10,914 . . . National Safety Bank 8,877 . . . Borden's 8,655 . . . Dr. Goudiss Sponsors 7,355 . . . American Washing Machine Manufacturers 6,671.

WOR

Fate of Duffy Bill Soon to Be Decided

Committee Huddle Called As Hearings Near an End; Opposition to Minimum Infringement Fee Grows

THE FATE of the Duffy Copyright Bill, which in present form would afford greater protection for users of copyrighted works against the exactions of the music copyright combines, will be decided probably within the next fortnight by the House Patents Committee. On April 15, the committee was to conclude public hearings and immediately afterward go into executive session with the announced purpose of reporting a bill.

Since Feb. 25 the committee has been holding public hearings on the Duffy Bill and has amassed thousands of pages of testimony pro and con. Opposition to the measure was led, of course, by ASCAP and associated organizations and groups, for the obvious purpose of blocking legislation of any sort at this session. The measure, having implied Presidential endorsement and the open support of the State Department, passed the Senate at the last session, and awaits only House approval and the President's signature to become law.

Actually, three bills are pending before the committee—the Duffy Bill, the Sirovich Bill supported by ASCAP, and the Daly Bill, which also is looked upon in kindly fashion by ASCAP and by recording groups which seek to collect additional tribute from broadcasting stations for performances of phonograph records.

Within the committee there will be an obvious effort to block the Duffy Bill. Chairman Sirovich (D-N. Y.) has openly stated during the hearings he is opposed to the measure. This has been implied by several other members who have shown outward partiality to ASCAP and support of the onerous $250 statutory innocent infringement provision in the existing law, which would be stricken out under the Duffy Bill.

Infringement Fees

A GROUP of proponents of the Duffy Bill, including Reps. Deen (D-Ga.), O'Malley, (D-Wis.) and Church (R-Ill.), are insistent upon retention of the provision which would allow the courts to fix the amounts of damages for innocent infringement. They are pressing for enactment of legislation at this session, over the opposition of Chairman Sirovich and his followers. All told, the committee has a membership of 21.

Chances for enactment of legislation at this session, while measurably increased during the last month, are still regarded as remote. Because of the weight of opposition, it is thought by committee members that there is no chance of enactment of the Duffy Bill as it passed the Senate, but that there is a 50-50 possibility if certain concessions are made. Moreover, there is the race against time since adjournment by early June is contemplated in most Congressional quarters.

Executives of ASCAP have been present during all of the hearings. Gene Buck, its president and E. C. Mills, general manager, along with counsel, have been in attendance, as have representatives of the American Association of Copyright Owners (formerly Music Publishers Protective Association). They made sporadic reappearances during the waning days of the hearings to controvert certain evidence. It was also planned to have Nathan Burkan, ASCAP general counsel, offer rebuttal testimony just prior to sine die adjournment of the public hearings on April 15.

Opposition to the Duffy Bill came from the Authors' League of America, with the resumption of the hearings March 24. Elmer Davis, vice president, appearing as spokesman, said this opposition was basically because the bill would open the way for American entry into the Berne Copyright Convention, which he contended would react detrimentally to American authors.

Subsequent witnesses for the Authors' League took the same view, which was a reversal of the stand previously expressed in this regard. George Creel, prominent publicist and a member of the League's executive committee, said the group formally requests the Patents Committee "to reject any legislation predicated upon America's adherence to the Berne Convention until such time as Germany shall abide by the treaty or else withdraw therefrom."

Other witnesses for the Authors' League included Thyra Sampter Winslow, authoress; Ben Lucian Berman, author who wrote *Steamboat 'Round the Bend* and who complained of motion picture producers' mutilation of authors' works; Mary Heaton Vorse, authoress; Mateel Howe Farnham, authoress; Chester Crowell, author, who bombarded the Duffy Bill innocent infringement provision; William Hamilton Osborne, counsel for the League and its allied guilds, and Luise Sillcox, secretary of the League. Miss Sillcox asked that the $250 provision be reinserted in the bill.

The Dramatists' Guild of America, followed much the same tenor. The witnesses included George Middleton, playwright; John Howard Lawson, playwright, and Mr. Osborne as counsel. In the cross-examination, following this testimony, Mr. Mills also figured, primarily on infringements of authors' works.

The ASCAP opposition really got its second siege of testimony (having consumed the first three days of the hearings) when Mr. Paine appeared March 26 and 27 for the Music Publishers Protective Association. While not affiliated with ASCAP in an organization way, the main publisher membership of MPPA also is part of the ASCAP publisher membership, and the boards of directors are somewhat interlocking.

Mr. Paine first introduced to the committee brief statements in opposition to the Duffy Bill. William Arms Fisher, representing the Boston Music Publishers Association, who at great length analyzed the three pending measures, threw his support to the Sirovich Bill.

Mr. Paine, in his testimony, hit at radio. Among other things, he said: "Radio has, in my opinion, failed to lay before you some observations that I think you are entitled to have. First of all, it is a licensed business, licensed by the U. S. Government. It is intended to be operated for public interest, convenience and necessity. That is the basis on which the license is granted. In carrying out the obligations of that license what does radio offer you? What is it that they have created as part of

(*Continued on page 50*)

EPITOMIZING RADIO—Studio C, one of a group recently opened by WMEX, at 70 Brookline Ave., Boston, tells a radio story with this novel mural. The studio houses transcription turntables and is also used for speakers. A novel wrinkle in one of the other studios is the use of Venetian blinds on organ swell-shutters, long a radio problem. The new WMEX quarters occupy 4,500 square feet of floor space, with all rooms being decorated in a strictly modernistic fashion.

Warner Withholds List of Stations Signing Contracts

Thirty-day Extensions Granted Some Stations; Starr Angry

PLAINLY disturbed over their apparent failure to crash into the music licensing field on any comprehensive scale, Warner Bros. music executives appear irritable these days, even to the point of refusing to divulge information about contracts which have been signed since April 1 for performance of their music.

Asked April 8 as to the number of stations which have signed the five-year contracts offered as of April 1, when the three-month temporary contracts with some 250 stations expired, Herman Starr, vice president of Warner and generalissimo of its music houses, declined an answer. He told a representative of BROADCASTING the information was not available.

Mr. Starr was particularly exercised over the story published in BROADCASTING April 1 in which the five-year contract proffer was reported. Among other things this story brought out that the Warner houses had reneged on the agreement to work out a per piece method of compensation which was to have become effective April 1.

Referring to the story, Mr. Starr said it was "dirty, lousy, low down trickery". Moreover, he invited BROADCASTING not to "contact me any more".

In spite of the statement by Mr. Starr that five-year contracts, with no exceptions, were offered stations, it is known that in several cases 30-day extensions have been granted. These include WSM, Nashville, and WDAF, Kansas City. Unquestionably many more have been authorized on the same basis. One report is that some 150 renewals have been received.

More Suits Filed

MANY important broadcasting stations numbered among the 250 that signed the original Warner temporary contracts, it was learned, have not signed extensions or renewals on any basis and do not intend to. They have found, apparently, that they can get along well enough without Warner music. In one case a station found that over the three-month temporary period since April 1, the cost to it of Warner music was nearly $200 a number, based on performances.

It is presumed that a number of small stations have signed the five-year contracts, conditionally, because of the low cost to them. Instead of paying four times the highest quarter-hour rate per month, the five-year extensions proposed four times the highest local rate. And in the cases of stations of full time the highest local quarter-hour rate of which is $25 or less, the fee is twice that rate per month.

In some cases it is known that stations signing the five-year extensions requested the writing in of a provision that the contract is automatically cancellable if Warner returns to ASCAP. It steadfastly has maintained it will not return to the fold.

Meanwhile, Warner has continued its filing of infringement

(*Continued on page 67*)

Crosley Station Group Scans Proposed Copyright Fee Law

Rosenblatt Retained by ARS; Status of Baldwin Improved; Focus Attention on NAB Parley

Mr. Rosenblatt

CONVINCED that they have hit upon a formula for solution of the vexatious copyright problem which will be acceptable to all units in the industry, Associated Radio Stations, organized under the leadership of Powel Crosley, WLW president, has retained Sol A. Rosenblatt, former NRA division administrator who is now practicing law in New York, to draft the plan and press it to fruition.

While the plan has not been divulged in detail, it is understood to embody a legislative proposal including "per piece" as the method for payment of copyrighted musical works. Differing from any other plans advanced, so far as known, the plan also is understood to encompass stipulation of the rates to be paid for music in the law, with its administration possibly to be handled by a governmental bureau which might be created within the FCC.

The second meeting of ARS was held in Cincinnati March 29 at which time Mr. Rosenblatt was retained. Present were Messrs. Crosley and Rosenblatt; John Shepard 3d, Yankee Network; Glenn Snyder, WLS, Chicago; John L. Clark, WLW, general manager and secretary of ARS, and D. E. Kendrick, WIRE, Indianapolis. Under the plan of procedure, selected stations deemed to have a "common interest" will be invited to membership in ARS numbering perhaps 150.

Hope for Harmony

NOMINALLY the invitations are to be extended by the executive committee, comprising Mr. Crosley, chairman; Mr. Shepard; Edwin Craig, WSM, Nashville; James C. Hanrahan, Continental Radio Co. (Scripps-Howard), and Walter J. Damm, WTMJ, Milwaukee. Edward A. Allen, WLVA, Lynchburg, vice president of the NAB and president of National Independent Broadcasters Inc., has been invited to membership and to serve on the executive committee as representative of independent local stations. Mr. Clark is actively in charge of this work, and as secretary is sending out the invitations.

Mr. Shepard, following the second meeting, declared that "no one will resign from the NAB because of this, so far as the people who are organizing it are concerned." He reiterated the previously expressed view that it was not created to bring about any division within the industry.

It is hoped by ARS that "harmony" will result from the threatened chaos over copyright in the industry by virtue of the banding together of the group of leading independents. Originally planned as "Independent Radio Stations" which was to have been incorporated, the group of charter organizers has decided to call it "Associated Radio Stations", and for the present at least to abandon the idea of setting up a permanent incorporated organization.

Presumably, the legislation idea is founded on the theory that little chance exists for favorable action on the industry-supported Duffy Bill at the current session of Congress. Even if the measure should pass, then the plan is to press for inclusion of the amendments possibly at the next session.

Differences between certain independent stations and the nationwide networks also fall within the purview of the ARS. At the coming Chicago convention of the NAB any efforts of the networks to "dominate", it was asserted, will be stoutly resisted.

While copyright again is expected to be the burning issue at the NAB session, time has had something of a healing effect. The open antagonism of network spokesmen against James W. Baldwin, NAB managing director, has diminished somewhat. Whereas there was free conversation about the networks "walking out" on the NAB if Mr. Baldwin were retained as executive head, these statements no longer are being made. Mr. Baldwin's position therefore is considerably stronger.

When ARS will get together again is undetermined. Presumably, the group will await the report of Mr. Rosenblatt, who once was in the law office of Nathan Burkan, ASCAP general counsel on copyright legislation.

Ford Begins Disc Drive Using Over 300 Stations

THIRTY-FOUR Ford branches are launching 13-week spot campaigns on more than 325 stations beginning the week of April 13. N. W. Ayer & Son Inc. is handling the campaigns for seven branches, with McCann-Erickson Inc. servicing the remainder. Transcriptions are being recorded by WBS featuring Ray Heatherton, Do Re Mi Trio and Victor Arden orchestra.

Commercials will promote both used Fords and current models. Ford dealers, it is understood, will carry part of the cost. Schedules call for quarter-hour programs, the number of weekly performances depending on directions of each branch. Evening hours will be used where available.

New York Union Musicians Boycotting Against Musical Published by the MPPA

NEW TROUBLES for Tin Pan Alley, striking mainly at music publishers who are bound together in the Music Publishers Protective Association, have developed during the last fortnight by virtue of the boycott of music of MPPA members by Local 802 of the American Federation of Musicians, which embraces some 130,000 musicians in New York. Several hundred locals throughout the country also are said to be cooperating with the New York union.

Shorter working hours and increases in pay for musicians, and arrangers and copyists of music were demanded of the publishing houses. The union demands were met by the three networks with headquarters in New York—NBC, CBS and MBS — in a two-year agreement which is retroactive to March 4, when existing contracts expired. Under the network arrangement, musicians on commercial and sustaining programs get $140 for a 30-hour, six-day week with no more than five working hours within eight per day. Under the old contract the men worked 33 hours, five hours within ten hours per day.

For men working a 24-hour, six-day week, four hours within eight per day, the networks agree to pay $105 per week, as against the old contract provision for $100 for a 24-hour week, five hours within ten. Men employed only on sustaining programs receive $100 for a 30-hour, six day week, five hours within eight per day, as against 33 hours, and five hours within ten. House musicians employed on the seventh day of the week will receive $30 for the one day, and outside men hired for the seventh day will receive $25 for the one day.

House orchestra conductors will receive one and three-fourth times the wage scale. The agreement also specifies that musicians employed four or more consecutive weeks by any of the networks shall not be discharged without eight weeks severance notice. The agreement governing arrangers and copyists of music is entirely new and affects about 800 such workers in New York. Weekly salaries of $115 and $100 are specified for arrangers and $65 for copyists, for a 35-hour week.

Network Agreement

THE AGREEMENT with the networks, according to Jacob Rosenberg, secretary of the Union, developed from three weeks of negotiation which culminated March 26. Participating for NBC, he announced, were Mark C. Woods and John Royal; for CBS, Edward Klauber and Lawrence Lowman; for MBS, Alfred J. McCosker and Jules Seebach, program director of WOR, and for the musicians union, William Feinberg, vice president; Samuel Tabak, Robert Sterne, George Koukly and William Laender, executive board members, Arthur Gutman, business representative and Mr. Rosenberg.

The strike against the MPPA publishing houses was called March 30 by the local. The Union had been negotiating with John G. Paine, chairman of MPPA, and failing to get results, the Union ordered that its members refuse to play any sheet music unless it has the union stamp. Large publishing houses said to be involved in the strike include Irving Berlin Inc., Leo Feist, Crawford Music Corp.; M. Witmark & Sons; Harms Inc.; Remick Music Corp.; Robbins Music Corp.; Shapiro-Bernstein & Co., and Ager, Yellen & Bornstein Inc.

(Continued on page 67)

KVOS Ruling Goes To Supreme Court

Review of Adverse Decision on News Broadcasts Is Asked

A SUPREME COURT review of the right of broadcasting stations to broadcast press association news picked up from newspapers, once the newspapers are published and sold in regular fashion, is being sought by KVOS, Bellingham, Wash., in a petition for a writ of certiorari filed April 7 with the nation's highest tribunal.

The request for review is from the decision of the Circuit Court of Appeals in San Francisco, enjoining the station from "pilfering" news, in a suit brought against KVOS by the Associated Press and newspapers in Seattle and Bellingham. The Circuit Court had reversed the decision of the Federal District Court in Seattle, which, had held that broadcasting stations were free to broadcast news dispatches of the Associated Press or other press associations or newspapers after those newspapers had been published and were for sale.

Up to Supreme Court

REVIEWS on certiorari are optional with the Supreme Court. It probably will decide within a few weeks whether it will accept the writ and render a final opinion in this controversial case. If it refuses certiorari, then the opinion of the Court of Appeals will stand against so-called "pilfering" of news for radio. Should the review be granted, the case will come up for argument at the October term of the court.

Former Senator C. C. Dill, of Washington, handled the KVOS defense in the Circuit Court of Appeals, and is of KVOS counsel.

In the petition for review, KVOS contended that newspapers "are entitled to protection up to the time of publication, but no longer. They are entitled to protection as long as news events remain confidential and within their own circle, as against competitive news gathering agencies and others, but never past the point of publication, and in no case, after distribution and sale."

MBS Billings in March Biggest Month in History

MBS billings for March totaled $173,117, an all-time high for any month since the network's inception. This figure exceeds by 2.5% the $168,795 total of the next highest month, March, 1935, and is 13.2% higher than February. Total billings for the first quarter this year are $482,901. March revenues from supplementary outlets of MBS amounted to $18,365. For March, BROADCASTING has been reliably informed, CBS will report its largest monthly billings in the history of the network, exceeding the record of October, 1935, which was $1,930,512. The March figure, not yet available, officially, is expected to exceed $2,000,000.

WEBSTER-EISENLOHR Inc., New York (Girard cigar) will add WNAC, Boston, to its spot campaign. N. W. Ayer & Son, Inc., New York, placed the account.

STANDARD RADIO CREATES A NE

Super Sou

THE FIRST GROUP INCLUDES:

CRASHES—Plane, Automobile, Locomotive EXPLOSIONS WILD ANIMALS
PLANES—Exterior and Interior, Take-Offs, General Airport Sound, Interiors
BUGLE CALLS—Army, Navy and Assorted DOMESTIC ANIMALS FACTORY SOUNDS
BELL EFFECTS—Various DOGS—Barking, Begging, Lapping Milk, Fighting
CLOCKS—Various TRAFFIC AND STREET NOISES APPLAUSE LAUGHTER
TRAIN—Exterior, Interior, Freight CROWDS—Small, Large, Medium
GUN SHOTS PITCHED BATTLE FOOTBALL BACKGROUND
FIRE AND POLICE EQUIPMENT TRACTORS AND FARM MACHINERY
RAIN THUNDER EARTHQUAKE MISCELLANEOUS

[ALL EFFECTS GUARANTEED SUPERIOR TO ANY ON MARKET!]

A NEW STANDARD OF REALISM IN SOUND!

FOR months Standard has been building and perfecting a library of natural and authentic sound effects. Now completed, this library offers startling innovations never before achieved in this field:

1. **Modern higher fidelity recording, from life, by Hollywood's finest motion picture sound men.**
2. **Victrolac pressings by RCA; lower-surface, longer-wear, unbreakable.**
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5. **Background effects of sufficient length to go behind an entire dramatic scene.**
6. **Complete card index of every effect for easy reference.**

The price for the twenty records, forty sides of unexcelled sound listed herein, is $50.00; orders now accepted on money-back guarantee basis.

Guarantee: Every Standard sound effect is guaranteed better than any disc effect on the market or your money refunded.

. . . SEND YOUR ORDER TODAY!

STANDARD RADIO INC.

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

XUM

Shaw Starts Newspaper

Mr. Shaw

HARRY SHAW, former president of the NAB and former operator of WMT, Waterloo, Ia., which he sold several years ago to the *Des Moines Register & Tribune* interests, on May 4 will reenter the newspaper publishing business. The Shaw Publishing Co., of which he is president, on that date will start publication of the *Cedar Falls* (Ia.) *Daily News*, organized with employes as shareholders and with full leased UP service. Mr. Shaw formerly published the *Waterloo Tribune*, which he sold some years ago to devote all his time to his radio station until its sale. He also was the original backer of BROADCASTING Magazine, later selling his interests to its present owners.

UNIVERSITY of Kentucky has installed one of the most complete studio layouts of an institution of learning in the land, making it possible to originate three programs simultaneously. The university has been highly successful in its broadcasts, particularly over WHAS.

Spring Painting

BY STATION BREAK

RECENTLY we rambled through the farming districts of Maryland and Eastern Pennsylvania. We saw something it hadn't been our pleasure to witness in a number of years. Every second or third farm had blossomed forth . . . and sometimes how . . . in a bright, shining coat of fresh paint!

* * *

IN PENNSYLVANIA even the houses had been painted . . . for the barns come first with the thrifty Dutch. Bright red mingled with the green of shutters and the gleaming white of fresh whitewash on the farm houses.

* * *

PAINT on farms reminded us of the fact that a great deal of building and renovation was being carried on . . . with a promise of further increases in volume.

* * *

WE RECALLED that home building had doubled last year . . . that the FHA had poured approximately one and three-quarter billions of dollars into the building market. We examined the F. W. Dodge reports for February and found that the dollar value of building construction in that month was nearly double that of the corresponding period of 1935 . . . that this was true for both residential and non-residential construction.

* * *

SHORTLY afterwards we came across Albert Haase's articles on increased housing advertising in the March 12th and 19th issues of *Printers' Ink Weekly*. We like to give a fellow magazine a boost and we suggest you read it . . . "More Advertising for 1936!"

* * *

WE WERE perplexed by the second article . . . in that it failed to include radio in its estimate of 1935 and future advertising of the building and allied fields. NAB data showed an expenditure of $3,416,000 by household equipment advertisers during 1935 . . . an increase of 47.7% over the preceding year. Not so bad!

* * *

WE'VE always believed that radio was the ideal medium for the household equipment and building fields . . . . especially when you include allied products such as paint, furniture, rugs, radios, pianos, refrigerators, garden equipment and the like.

* * *

RADIO reaches more than 22,000,000 out of about 31,000,000 families . . . practically every family that counts . . . 100% coverage of the household market.

* * *

RADIO broadcasting enables the advertiser to build the proper emotional background for his message . . . a homelike atmosphere . . . Witness GE's lighting period on Sunday night at 11.

* * *

RADIO is a family medium . . . it reaches husband, wife and the entire family circle.

* * *

IN SPITE OF general coverage, radio also can reach the specialized audiences sometimes desired by the building equipment and house furnishings industries. Women listeners in the morning periods . . . the farm audience for paint, solder, fencing, furniture and what not . . . even gardeners.

* * *

IN THE LATTER respect we recall a program broadcast over NBC several years ago. A garden seed distributor . . . we forget who . . . sponsored two or three programs devoted to talks on flowers. He presented it in the morning and directed it to suburbanites . . . than whom there are no more rabid horticulturalists! . . . Result . . . more than 12,000 requests for a booklet offered by the advertiser . . . Rather good response for a specialized audience!

RADIO is ideally adapted to an educational job . . . especially when the topic in question is of mutual interest to the advertiser and the listener . . . which housing and home furnishings most assuredly are. Talks such as those on "What Home Means to Me" on the GE-FHA program are an example of the educational job which can be done.

* * *

RADIO is dramatic. Much of the material regarding housing lends itself to dramatization . . . in the program and in the announcement.

* * *

FRANKLY we've never been able to understand the household equipment manufacturers . . . especially the national ones . . . who last year only accounted for about one dollar of every six spent by their field in radio advertising. They seem incapable of getting beyond the idea of a picture of their product and the mention of a number of competitive details.

* * *

SELLING housing is infinitely more fundamental and dramatic . . . for it deals with a basic human urge . . . the love of a home, its comfort, attractiveness and *one's bride in it.*

* * *

AFTER spring comes summer . . . and probably by reason of some strange superstition . . . advertising declines about 20% from the average month's level. Again we're stupid . . . for we can't see why this should occur. Payrolls remain at 97% normal. Only a small proportion of the population goes away at any one time. People still eat, play games, read magazines and newspapers, buy summer clothes . . . *and listen to the radio. Three million automobile radios should more than offset decreased home listening . . . Three million second sets in homes* . . . mostly portable sets able to be carried to the country . . . *should further add to the summer radio circulation.*

* * *

IT'S about time we chucked the summer fetish overboard. Don't tell me the ladies use less powder, cosmetics, sunburn lotion and the like . . . that more ice cream isn't eaten, pictures taken, soft drinks consumed, gasoline bought . . . you fill in the rest . . . in the summer as against the winter.

RCA Seeks Ideas

THROUGH its house organ, the *RCA Family Circle*, Radio Corporation of America has invited employes to submit ideas for its *Magic Key* program on an NBC-WJZ network, Sundays, 2-3 p. m. For the three best program ideas or suggestions, the *Family Circle*, cooperating with Tom Joyce, of Camden, will award three prizes consisting of an auto radio, a phonograph attachment for a radio set and a dozen red seal Victor records. Entries must be mailed by midnight April 22. Judges will be a representative of Lord & Thomas, the RCA agency; Miss Bertha Brainard, NBC commercial program manager, and the editor of the *RCA Family Circle*.

★ "C'mon in, Phil!" Every weekday morning at 5:55 more than 250,000 farm folk in the KMBC Market welcome their friend, Phil Evans. He speaks with authority on markets and merchandise. What Phil sells, they buy. New facts and figures on this important farm market are ready. May we send them to you? Write or wire . . .

KMBC of KANSAS CITY

A PRICE ON THEIR HEADS

In the area of KGO, the population spends more money per capita than in any other section of the country. That's why this station, now on the Blue Network, is such an attractive buy for advertisers. It delivers listeners in a really rich market.

KGO **7,500 WATTS**
NBC Pacific Coast Blue Network
SAN FRANCISCO

One of NBC's Managed and Operated Stations

Norman T. Baker Seeks Seat in U. S. Senate

NORMAN T. BAKER, one time operator of KTNT, Muscatine, Ia., ordered off the air by the old Radio Commission largely because of its medical broadcasts, has entered the lists as a candidate for the Republican nomination for U. S. Senator from Iowa, opposing Senator Dickinson, incumbent, in the June primaries. Mr. Baker, who has frequently tried to get reinstated on the American wave lengths, is backer of XENT, powerful Mexican-licensed border station at Nueva Laredo. Among other opponents of Senator Dickinson for the Republican nomination is former Senator Brookhart, who was defeated in the 1932 primaries by Henry Field, operator of KFNF, Shenandoah, who in turn was defeated in the elections by Senator Murphy, Democrat.

CALL letters of KWKC, Kansas City local, have been changed to KCMO by authority of the FCC.

SHIFTS IN REENACTED NEWS

Wrigley Sponsors "March of Time" in Swift Transfer; Remington-Rand Goes to "Five Star Final"

"TIME Marches On" as usual, at 10:30 p. m. five nights a week on CBS, with Wm. Wrigley Jr. Co., Chicago, as the new sponsor, but the hectic hours that followed the end of the 150th program of the five-a-week series on March 27 and the usual trumpet flare three days later offered a thrilling behind-the-scenes drama.

Remington Rand Inc., which has been sponsoring the *March of Time*, presented by the editors of *Time* through Batten, Barton, Durstine & Osborn Inc., now is sponsoring Inter-City Group's *Five Star Final*, a feature described by Philip Barrison, WMCA dramatic director, as the oldest daily news dramatization in radio. The *Five Star Final* is a quarter-hour broadcast Mondays through Fridays, with a half-hour at 9 p. m. Sundays. The contract is for one year, including WMCA, WIP, WOL, WDEL, WCBM, WPRO, WMEX, WLNH, W1XBS.

The *March of Time* cast, disbanded after the March 27 program, was hastily called together early March 30 when word was received that William Wrigley Jr. Co. was interested in continuing the program as a public service. Roy S. Durstine, vice president of BBDO, and Roy E. Larsen, vice president of *Time* and one of the creators of the program, flew to Chicago for a conference with Wrigley and CBS officials.

No Time to Lose

AT 7 p. m. word was received in the CBS New York studios that Wrigley Co. would sponsor the program. A little over three hours later the program took the air with this announcement: "The makers of Wrigley's Spearmint Gum believe that the *March of Time* has become an institution to millions of radio listeners and that it is in the public service—and in the public interest—to continue it on the air without interruption. So tonight, and for an indefinite period, Wrigley's take pleasure in turning this program over to the editors of *Time*."

Only two regular members of the cast were missing, Westbrook Van Voorhis, the *Voice of Time*, and Jack Smart, veteran man-of-all-voices, who had left together for a Miami-Nassau-Bermuda vacation. They were traced to North Carolina, Miami and Nassau by the staff of Arthur Pryor, BBDO vice president in charge of radio and production manager of the program, but were not caught. Miami police checked all hotels and transportation agencies but the search was complicated by the fact that it was not known if Van Voorhis was using his own name or Hugh Conrad, his radio alias.

Meanwhile Wrigley continues to sponsor *Myrt & Marge* on CBS but is understood to be planning to wind up the program in April when details of a trial episode can be straightened out gracefully.

Commercials on the *March of Time* consist of a bare announcement of sponsorship at the beginning of the program and a brief announcement for the sponsor's products at the end.

Remington-Rand, which has been placing all advertising through BBDO, is understood to have entered the Inter-City contract without agency connection, although retaining BBDO as its advertising counsel.

The *Five Star Final* program seeks out-of-the-ordinary news stories rather than outstanding public events for reenactment. Many members of its cast have been appearing on the program for more than three years. Mr. Barrison is director and Carl Fenton's orchestra supplies musical background. The program was started originally by WMCA and is broadcast from its studios.

JOSEPH A. CHAMBERS

FORMERLY TECHNICAL SUPERVISOR OF WLW-WSAI-W8XAL

AND

JAMES C. McNARY

CONSULTING ENGINEER

ANNOUNCE THE ESTABLISHMENT OF THE RADIO ENGINEERING FIRM OF

McNARY AND CHAMBERS

NATIONAL PRESS BUILDING

WASHINGTON, D. C.

APRIL 1, 1936 TELEPHONE NATIONAL 4048

Golden State Expands

GOLDEN STATE Co. Ltd., San Francisco (dairy products), a consistent user of Pacific Coast radio for many years, on March 23 renewed for 40 weeks it's twice weekly NBC-KRO *Golden State Menu Flashes*. The program, which features Joan Andrews, domestic science authority, will continue to be heard Mondays and Fridays, 10-10:15 a. m. (PST). On April 10, the Golden State Co. augmented this schedule for eight weeks, by adding a five-minute participation. Wednesdays and Fridays, 11-11:30 a. m. (PST), in the NBC-KGO woman's program, *Confidentially Speaking with Helen Webster*. N. W. Ayer & Son Inc., San Francisco, has the account.

Station Sale Approved

SALE of KFYO, Lubbock, Tex., to the Plains Radio Broadcasting Co., subsidiary of the *Amarillo Globe & News*, was approved by the FCC Broadcast Division April 3. The sale price was understood to be $12,500. The same newspaper also operates KGNC, Amarillo.

WJR
50,000
WATTS
750 KILOCYCLES
CLEARED CHANNEL
C. B. S.
First in Power & Results
WJR
THE GOODWILL STATION
MICHIGAN'S GREATEST ADVERTISING MEDIUM
DETROIT
G. A. RICHARDS
PRESIDENT
LEO FITZPATRICK
VICE-PRES & GEN. MGR.
REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

XUM

Now Available for Sponsorship

ON **WTCN**

MINNEAPOLIS ST. PAUL

New! Different! . . . A 3-Way Hook-up and Broadcast of the Day's Sports News Direct From the Sports Desks of Two Big Northwest Newspapers.

An informal chat on the day's developments in the sports world between George Higgins of WTCN, leading Northwest sports announcer; Perry Dotson and Gordon Gilmore, Dispatch-Pioneer Press sports writers, and Bob Beebe and Louis Greene, Minneapolis Tribune sports writers, THE SPORTS DESK offers sports news in a novel and more entertaining way. Microphones on the desks of the sports writers and the sports announcer's microphone are connected. The writers pause in their regular work to talk with Higgins about what has been coming over their desks during the day . . . and the listeners hear all voices. WTCN is noted for its coverage of sports and has a tremendous audience. THE SPORTS DESK is a big hit innovation on a famous sports station in the rich Twin Cities market. 15-minute periods, 7 days a week, it is a sure-fire sales stimulator for its sponsor.

For Rates and Further Particulars, Write

C. T. HAGMAN—WTCN, Wesley Temple Bldg., Minneapolis, or

FREE & SLEININGER, INC.

WTCN NATIONAL REPRESENTATIVES

Stations In Mexico Causing Confusion

Higher Power Sought to Meet Renewal of Interference

RENEWED complaints to the FCC over ruinous interference caused by Mexican "border" stations, for the most part backed by Americans, have come from a number of broadcasting stations. Accompanying them in no few instances have been requests for increased power to offset the interference.

Revival of this problem, which has caused intermittent confusion for several years, evidently grows out of stepping up of power and shifting of frequencies of several stations spotted along the international border to serve American rather than Mexican listeners. Most notorious of the Mexican-border stations is XERA, Villa Acuna, across from Del Rio, Tex., operating with an estimated 150,000 watts on 840 kc. It is operated by Dr. John R. Brinkley, former Kansas medico broadcaster whose station was deleted several years ago because his broadcasts were construed "inimical to public health".

Smuggling of Discs

ANOTHER alleged serious offender is Norman Baker, of Muscatine, Ia., who operates XENT, at Nuevo Laredo, opposite Laredo, with rated power of 50,000 watts on 910 kc., but whose station is said to "wobble" over a 50 kilocycle band, causing interference up and down the line. Like Brinkley, Baker's former station was deleted for objectionable "cancer cure" advertising and both since have been carrying on radio operations along the border to serve their old audiences.

Another station reported to be creating tumult on American channel is XEPN, Piedras Negras, opposite Eagle Pass, Tex., rated at 50,000 watts on or about 910 kc., and said to be operated by a Mexican in conjunction with an American radio engineer named Branch. XEAW, at Reynosa, with a rated power of 10,000 watts on 960 kc., or thereabouts, also is contributing to interference in this country.

The United States has never entered into a frequency-sharing arrangement with Mexico as it has with Canada. There have been several efforts to this end with no satisfactory results and Mexican stations have operated indiscriminately on any channel. The border situation has provoked several international conversations through the State Department and another may ensue from the current complications.

So far as known, no new overtures have been made in recent months to Mexican authorities either direct or through the State Department. The FCC, as a punitive measure, now is invoking a law prohibiting transmission across the border of programs originating in the United States for broadcast over the "renegade" border stations. This rule also applies to carrying of transcriptions or records across the borders without prior permission from the FCC, but it is believed that many such records are being "smuggled" across.

★ ★ ★ ★

WNOX

Knoxville, Tennessee

●

COMPLETE COVERAGE of the RICHER **TVA** MARKET

No Action Taken by FCC On KGIR Controversy in Refusal of Political Time

BECAUSE no complaint has been filed with it, the FCC on April 4 informed KGIR, Butte, Mont., that it will take no action in connection with the controversy between the station and Rep. Monoghan (D-Mont.) over reservation of time for a political broadcast. E. B. Craney, owner of the station, had requested Chairman Prall March 26, to advise him whether, after reviewing all of the correspondence between the station and the Congressman, KGIR had violated any provision of law.

Chairman Prall informed Mr. Craney April 4 that "no complaint has been filed against KGIR with regard to this transaction. Your statement concerning the matter, however, will be given appropriate consideration should any complaint be received."

In his letter, Mr. Craney stated it was not KGIR's policy to discriminate against anyone and that, in his opinion, the station had in no way discriminated against Mr. Monoghan. He brought out that Mr. Monoghan had sought through another individual to reserve time in January for a speech to be broadcast on July 29, the night before the Montana senatorial elections. Mr. Craney had informed the Congressman he could not reserve the specific time that far in advance, but would give him time just as near the requested 7 p. m. period as his broadcasting schedule would permit on that day.

Texas Changes Spots

TEXAS Co., New York (Texaco) will add three stations to its current spot campaign during the week of April 15. The campaign includes three weekly quarter-hour discs. The new stations are WSM, Nashville; WMC, Memphis; WSB, Atlanta. Three stations have been deleted from the original list. Hanff-Metzger Inc., New York, is the agency.

PHILLIP MORRIS, PLEASE!

—there are lots more "Calls for Phillip Morris" in the Carolinas since your famous slogan has been carried regularly into more than 150,000 WPTF homes!

Let us send you Folder and other data about WPTF.

Represented Nationally by F. J. & F.

WPTF Raleigh, N.C.

Gain in Auto Time Is Noted for Month

Regional Network and National Non-Network Sales Rise

INCREASED automotive volume constituted the most important development of radio advertising in February, particularly in the national non-network field. Gross time sales in this field rose 349% as compared with February of the preceding year. Local automotive radio advertising experienced an increase of 75.5% while national network volume rose 10.7%.

Regional network and national non-network advertising continued to show the most pronounced gains. Regional network volume was 59.3% greater than during last February. National non-network advertising showed an increase of 45.6% over the same month of the preceding year. National network advertising in February was 7% greater than last year.

Local broadcast advertising declined from the preceding year's level for the first time for more than a year. Gross revenues in this field were 1.7% less than in February 1935. The regular seasonal trend was evident during the month. Local volume decreased 16.3% as compared to January. Total broadcast advertising during the month amounted to $8,141,836. This constituted a gain of 1.3% over January and was 13% greater as compared to the corresponding month of 1935.

Radio advertising volume during February was as follows:

	January	*February*	*Cumulative Jan.-Feb.*
National networks	$4,740,560	$4,785,804	$9,526,364
Regional networks	95,340	92,432	187,772
National non-net...	1,626,500	1,946,650	3,573,150
Local....	1,572,760	1,316,950	2,889,710
Total....	$8,035,160	$8,141,836	$16,176,996

Non-Network Advertising

TOTAL non-network advertising experienced a gain of 2% as compared to January and of 21.8% as against February of last year. Regional stations were the only ones to experience a decline in non-network volume as compared to the preceding month, 2.9%. Regional and local stations continued to show the greatest gains in non-network volume as compared with the corresponding month of 1935. The gain in the case of regional transmitters was 28.8% while the rise in local station volume was 42.9%. Clear channel station non-network business rose 12.3 as against last year.

Transcriptions gained 3.1% as against January and experienced a rise of 54.5% as compared to February of last year. National non-network transcription volume rose 65.4% and local volume 13.3%. National non-network live talent volume continued to increase showing a gain of 61% over the same month of 1935. Local volume remained unchanged from the preceding year.

Hawaiian Island Radio Coverage does not cost—IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

THE CAPITAL STATION IN THE CAPITAL MARKET

KFBK

SACRAMENTO . CALIFORNIA

DO YOU BELIEVE IN WHITE SPOTS?

If you do, then KFBK will place your message in one of the whitest of white spots.

Today records are being broken. Payrolls, bank debits, savings and business activities are reaching new heights.

There's high-per-capita-income in the Sacramento Valley. The people are spending it. You can have your share for the asking.

Any one of our representatives will gladly give you SACRAMENTO VALLEY FACTS and show how effectively KFBK dominates this responsive market.

KFBK • Now 5000 Watts

Affiliated with the Columbia-Don Lee Broadcasting System

Owned and operated by the James McClatchy Company, for more than 78 years publishers of The Sacramento Bee, the 1934 Pulitzer Prize Winner. KFBK is one of the McClatchy Radio Stations, which include KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno.

REPRESENTATIVES

Joseph McGillvra
485 Madison Avenue
New York City

919 N. Michigan Avenue
Chicago, Illinois

Walter Biddick Company
568 Chamber of Commerce Bldg.
Los Angeles, Calif.

1358 Russ Building
San Francisco, Calif.

1038 Exchange Bldg.
Seattle

WSB School of the Air Has 300,000 Members

A MEMBERSHIP of 300,000 grammar and high school students in 400 schools was achieved this year by the *WSB-Atlanta Journal School of the Air* under direction of Louis T. Rigdon and Edythe Miller. Twenty Georgia colleges as well as WTOC, Savannah, WMAZ, Macon and WRDW, Augusta, cooperate with WSB and the *Journal* in the series, which began with the opening of school last September and closes May 7.

Only classical numbers are used on the programs, now completing the fifth year on the air. High school and grammar school students compete over their nearest station in declamation, recitation, piano, voice and violin after the elimination contests in each school. State-wide finals will begin at WSB June 8, lasting three weeks. Winners will be announced June 25 and on July 1 scholarships will be awarded as well as free trips to New York as guests of the *Journal*.

EXECUTIVES and personnel of WGN, Chicago, are planning to form a WGN Yacht Club, with Quin Ryan, Blair Walliser, Frank Dahm, George Harvey, Wally Phillips and Reggie Byleth, all enthusiastic boat owners.

free!

See Page 2

WHY BANK STAYS ON THE AIR

President of Macon Institution Tells How and Why Broadcasting Is an Effective Medium

By MARION H. LILES
President, First National Bank & Trust Co., Macon, Ga.

WE TRIED RADIO advertising over WMAZ for two months and saw results; we contracted for a continuation for 12 months and results continued; we have just agreed to carry on for another period of 12 months.

Briefly, that is the story of our experience with radio advertising and, incidentally, during that time we have never felt it necessary to change the type of program we present each Tuesday and Saturday at 1:30 p. m. We started out with a quarter-hour of salon music and the response and appreciation of listeners has justified our selection of melodies between the "popular" and "heavy" classifications.

Greatest recognizable results have come to us through advertising of a specific department of our bank: The small loan, personal, or industrial section. We could check specific results here by asking each applicant for a loan whether newspaper, radio, or personal contact brought him to us.

Are They Satisfied?

WHILE I do not care to reveal the exact result of our tabulations, I believe the fact that we have decided to carry on our radio advertising is proof that we are satisfied.

In my opinion our program has done two real services for both the bank and the public: It has broken down the idea that bankers are austere individuals who have no time for the "little" man, and has helped in building good will in the community.

We are helping these people, and we are making friends for our bank in a way that will bring us in the future the accounts of those who become successful. Our programs are simple expressions of sincerity, framed with music everyone likes, and presented at the lunch hour. The text is prepared by the radio station, and follows the advertisement we carry each Sunday in a local newspaper. Here's the program we are using one day this week:

Theme—*La Golondrina* (fade for opening).

Again we present *Silver Strains*, the transcribed program which invites your affiliation with the First National Bank & Trust Co., of Macon. . . . Not only business houses, but individuals, are urged to consult any officer of the First National for assistance in financial difficulties. . . . Small, personal loans may now be had at the First National with only the bank's regular interest rate charged.

(Fade music into *My Old Kentucky Home* followed by *I Love You Truly*.)

The First National Bank & Trust Co. gives a service that is especially helpful to those wishing small loans that may be repaid monthly. And for which only the bank's regular interest rate is charged.

An automobile may be used as security at the First National, or you may wish to refinance the payments on your car, or may wish to trade it for another. Best trades are made for cash, and good credit is maintained only by paying bills promptly, so see any official at the First National about the funds you need; they're never "too busy" to discuss your financial problems — no matter how large, nor how small. . . .

(Fade into *Pagan Love Song* and *Estrellita*.) (Fade last number to background in time for closing.)

Silver Strains will again be heard over the air (Tuesday) (Saturday) at 1:30 in another salon musicale of the First National Bank & Trust Co. . . . Turn to the First National for any financial assistance you may need, from a small personal loan to an obliging and helpful trust service. Any official will be glad to discuss these matters with you. . . . The First National Bank & Trust Co. of Macon wishes you a pleasant afternoon.

This transcribed program came to you through WMAZ, Macon.

Lipton Tea Expands

THOMAS J. LIPTON Inc., Hoboken (tea) is using daily one-minute spot announcements six days a week, on WBRE, Wilkes-Barre, and WNBF, Binghamton, N. Y., as well as a ten-minute period, twice weekly, on the Don Lee-CBS network during the *Feminine Fancies* participation program, and a thrice-weekly 15-minute musical program with Ralph Kirberry on WJZ, New York. During the height of the flood in Wilkes-Barre and Binghamton the schedule was suspended, but it has since been resumed. Frank Presbrey Co., New York, placed the account.

THE BOOT-STRAP ACT WORKS OUT HERE!

Yep, by crackey!—national figures may have slumped, but WDAY thus far is 38% above last year! Which proves that our advertisers are getting the business. Else they wouldn't spend the jack. How about giving us a holt on your boot-straps?

FREE, JOHNS & FIELD, INC.
NATIONAL REPRESENTATIVES

WDAY, INC.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHTS

N. B. C.

FARGO, N. D.

THIS MODERN RADIATOR SERVES TWO STATIONS

WITH 75% TO 100% INCREASED PRIMARY SERVICE AREA FOR BOTH

Houston, Texas - hurricane country - and a glistening tower of steel looms up 375 feet in the air, built to resist the high wind pressures encountered in the Gulf regions. This Truscon Vertical Radiator sends forth simultaneous programs from two stations.

Although sharing the same building and radiator, KTRH (1290 Kilocycles) and KPRC (920 Kilocycles) are self-contained radio stations, each having its own 5000-watt transmitter.

Since its erection early this year, the Truscon Vertical Radiator has helped to increase the primary service area of both stations up to 100%, according to conservative estimates furnished by enthusiastic operators.

The structural, mechanical and commercial advantages of these ultra-modern, self-supporting Vertical Radiators obsolete all conventional types of radio antenna towers. Already, over two score commercial stations and an increasing number of state police stations have installed Truscon Vertical Radiators with gratifying success.

Truscon Vertical Radiators enlarge the primary service area of a station without increasing power input. The advantages from a purely commercial standpoint are obvious ... better broadcasting ... better reception ... more effective results for everyone.

Stations equipped with Truscon Vertical Radiators are recognized by advertisers as progressive and striving to perfect their service.

From a purely technical viewpoint, station operators, radio consultants and engineers can look to Truscon for expert cooperation in working out the most efficient design to meet each station's requirements.

TRUSCON VERTICAL RADIATORS

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

If you are unfamiliar with the location of the Truscon sales office in your vicinity, write direct to Truscon Steel Company, Youngstown, Ohio.

Networks Assign Convention Crews

NETWORKS laying their plans to provide complete coverage of the Republican and Democratic national conventions in June (see April 1 BROADCASTING) are mustering an imposing list of special commentators to supplement the work of their regular announcers. Both conventions, the Republicans at Cleveland starting June 9 and the Democratic at Philadelphia starting June 23, will be broadcast in every detail by three networks —NBC, CBS and MBS, each with its own corps of engineers, announcers and commentators.

Although opening keynote speeches are scheduled for night sessions, the conventions will require daytime clearances on network stations primarily, with each network making every effort to secure a minimum of interference with its commercial schedules. Each network will have its own control and announcing booth, with lapel and parabolic mikes and a special speakers stand radio equipped for other pickups.

Graham McNamee will head the NBC announcing staff, and Robert Trout will be chief CBS announcer, with Quin Ryan and Gabriel Heatter expected to lead the list of MBS speakers. Other NBC announcers to be assigned to the convention will be George Hicks, Ben Grauer and Tom Manning. CBS has not indicated its other announcing assignments.

For NBC the special commentators will be Lowell Thomas, Edwin C. Hill, William Hard, David Lawrence and Dorothy Thompson. CBS has invited Paul Mallon, Turner Catledge, Mark Sullivan, Frederic William Wile, Raymond G. Swing, Raymond Clapper and Frank Kent, Washington correspondents, and Walter Lippman, Henry L. Mencken, Joseph V. Connolly and H. V. Kaltenborn.

Lawrence W. Lowman, CBS operations vice president, and Paul White, CBS director of special events, are handling the details for that network, and Alfred H. Morton, manager of the NBC program department, will head the NBC crew. Henry Grossman will be in charge of CBS engineers, and George McElrath will handle the NBC engineers.

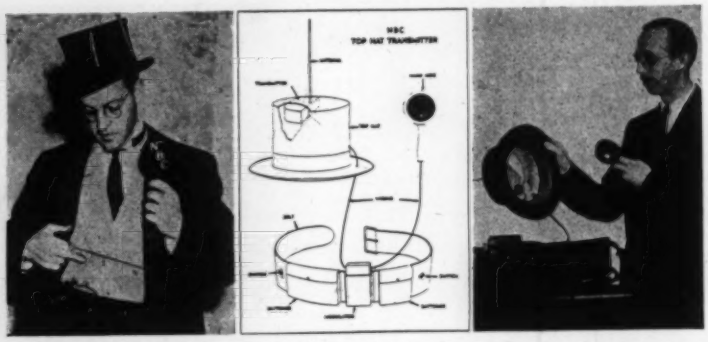
Olympic Assignment

THOROUGH coverage of the Olympic Games in Berlin this summer is planned by the national networks, with NBC announcing already that it is sending William Slater, ace sports announcer, to handle the international relays in cooperation with the Reich radio authorities, who will provide technical equipment. Mr. and Mrs. Slater will sail for Germany on the *S. S. Manhattan* July 15, accompanying the American Olympic Committee and athletes. His Saturday morning *Junior Journal* on the NBC-Blue network will be suspended during his absence.

NEWTON JENKINS, veteran political campaigner, has engaged a quarter hour on WLS, Chicago, each Sunday at 11:30 a. m., for a year, speaking in the interest of a third party movement.

NBC'S SILK HAT TRANSMITTER

Tiny Set Hooked to Network as George Hicks Joins The Easter Parade in New York



HEARD BUT NOT SEEN — Except for a hollow tube from his hat, George Hicks (left) looked like any other promenader as he wore this tiny transmitter. Center photo gives a schematic idea of how it works. At right is O. B. Hanson, NBC chief engineer, who developed it.

IN THE year's Easter Parade on Park Ave., New York, was a silk hat concealing a complete radio transmitter linked with NBC as an actual working test of the new micro-wave portable units recently announced. The silk-hatted radio announcer, George Hicks, wore conventional Easter costume for the fashion promenade, with formal cutaway hiding a wide leather belt to hold the power plant for the tiny broadcasting station in his hat.

A pocket-size microphone completes the apparatus used for the first time by NBC. Hicks happened to fit the size 7⅜ top hat into which NBC engineers have built the miniature transmitter.

The new "silk-hat transmitter" operates on a frequency of 270,000,000 cycles, with a power of two-tenths of a watt, and a working range of one-quarter mile. For the Easter morning broadcast, Announcer Hicks was followed on his Park Avenue promenade by NBC's mobile unit, an automobile equipped with receiving and sending apparatus, to relay Hicks' voice on more powerful waves to Radio City and thence to the networks.

Recent announcement of microwave developments by NBC engineers led to inquiries concerning the device from hospitals, the government departments, mining companies, horse show officials, other broadcasting companies and a railroad. The new "silk-hat" unit is a later development even smaller in size, with a weight of only 11 ounces for the transmitter assembly in the crown of the hat.

A new "cartridge-belt" power supply will be tested for the first time in operating the silk-hat transmitter. The "B" battery unit is constructed in the form of a hunter's cartridge belt, with each of the 30 cells resembling an elongated 14-gauge shotgun shell. These deliver 180 volts for the plate circuit of the set.

The other side of the belt carries a 4-cell "A" battery of 6 volts for the filament circuit, and a standard type small-size flashlight battery of 1½ volts to energize the hand microphone. The microphone is of convenient pocket size, and is the carbon type with high-level output.

The belt is further equipped with two switches to control the battery currents, and convenient terminals for the microphone cord. A single inconspicuous cable then connects all circuits with the transmitter and antenna in the hat.

The hat-and-belt assembly constitutes a complete miniature broadcasting station, employing three "acorn" tubes developed by RCA, resembling an acorn in both shape and size. The micro-waves emitted at a frequency of 270 megacycles have a wave-length of slightly more than one meter (1.1 m.), as transmitted from a specially designed antenna. This is a hollow aluminum rod in the hat, 6½ inches in height.

Widened Shortwave Band Urged at Paris Meeting

WIDENING of the shortwave broadcasting bands, with the particular purpose of expanding relay broadcasting into other countries, was urged at the special international conference of the International Broadcasting Union which ended in Paris last month and to which American delegates were sent for the first time. It was indicated that more channels would be sought by expanding the 6000-6150 kc. and the 17780 kc. bands, now crowded with stations, when the next international convention is considered at Cairo in February, 1938.

Besides the European representatives of NBC and CBS, the United States was represented at the conference by Dr. C. B. Jolliffe, engineer in charge of the RCA frequency bureau who formerly was chief engineer of the FCC; C. W. Horn, NBC director of research, and E. K. Cohan, technical director of CBS. Dr. Jolliffe was a vice president of the full conferences and Mr. Horn and Mr. Cohan were vice presidents of the technical committee. Attending also were Fred Bate and Max Jordan for NBC and Cesar Saerchinger for CBS.

ALLYN McINTYRE, president of the Boston Advertising Club and former ANA president, addressed the Advertising Association of Great Britain April 6, in London, on behalf of the AFA, the program being broadcast by CBS.

FCC Prescribes Basis For Field Measurements Of Broadcast Stations

THE FCC Broadcast Division on April 3 made public regulations covering field intensity measures of broadcasting stations, prescribing the precise way in which they should be made. The announcement follows in full text:

Rule 131 provides that certain minimum field intensities are acceptable in lieu of the required minimum physical vertical heights of the antennas proper. The following requirements shall govern the taking and submission of data on the field intensity produced:

Beginning as near to the antenna as possible without including the induction field, measurements should be made on eight or more radials, at intervals of one-quarter mile or less up to two miles, at intervals of one-half mile or less from two miles to six miles, and a few additional measurements at greater distances from the antenna. Where the antenna is rurally located and unobstructed measurements can be made, there should be as many as eighteen or twenty measurements on each radial. However, where the antenna is located in a city or where unobstructed measurements are difficult to make, measurements should be made on each radial at much closer intervals, particularly within two miles of the antenna.

A curve for each radial is plotted from these data on semi-logarithmic coordinate paper with the field intensity times distance as ordinate, and distance as abscissa. From the curve so plotted, the unattenuated field intensity at one mile on each radial is determined.

When all radials have been analyzed in this manner, a curve is plotted on polar coordinate paper from the unattenuated values obtained, which gives the unattenuated field pattern at one mile. The radius of a circle, the area of which is equal to the area bounded by his pattern, is the effective unattenuated field intensity at one mile.

While making the field intensity survey, the output power of the sttaion must be maintained at the licensed power as determined by the direct method. To do this it is necessary to determine accurately the total antenna resistance (the resistance variation method or the substitution method is acceptable) and to measure the antenna current by means of an ammeter of acceptable accuracy.

An accurate value of the antenna resistance can be determined only by making a series of measurements, each for a different frequency. From ten to twelve resistance measurements covering a band 50 to 60 kilocycles wide with the operating frequency near the middle of the band, must be made to give data from which accurate results may be obtained. The values measured should be plotted with frequency as abscissa and resistance in ohms as ordinate and a smooth curve drawn. The point on the ordinate where this curve intersects the operating frequency gives the value of the antenna resistance.

The following data shoud be submitted to the Commission in affidavit form:

1. Complete data taken for fied intensity measurement, including a map showing each point of measurement numbered to agree with the tabulated data and for the antenna resistance measurement.
2. The graphs drawn for each radial, the unattenuated field pattern and the antenna resistance curve.
3. Description of methods used to tke readings for field intensity and antenna resistance measurements.
4. Manufacturer's name of each calibrated instrument used, and manufacturer's rated accuracy.
5. Accuracy, date and by whom each instrument was last calibrated.
6. Name and qualifications of engineer making measrements.

HERBERT L. PETTEY, *Secretary.*

Tide Water Adds WOR

TIDE WATER OIL Co., New York (Tydol, Veedol) on April 2 added WOR, Newark to its current spot campaign covering its Northeastern territory, using three Transradio news reports a week with Arthur Hale as announcer. Lennen & Mitchell Inc., New York, is the agency. This is the fifth station to be added to the original list since the campaign started.

FCC Hearings on Allocations To Point Way for New Spectrum

All Users of Radio Are Invited to June Sessions; Future Assignments of Bands Will Be at Issue

THE ENTIRE radio spectrum, from 10 kilocycles to infinity, will be thrown open to discussion before the FCC beginning June 15 to learn what frequencies are best suited for particular types of services and to plan allocations which later will take care of ultra-high frequency broadcasting, television, facsimile and other services.

Approving a recommendation of Chief Engineer T. A. M. Craven, the FCC April 3 designated the date for the "informal hearings". It is expected they will consume a week or ten days. All licensees and users of radio facilities and all other parties in interest will be invited to present their views. Taken into account also will be the requirements and needs of governmental services, including the Army and Navy, with particular regard to the bands lying above 30,000 kc., now in the experimental portion of the spectrum.

The hearings, under present plans, will be "informal", in that there will be nothing before the FCC, sitting en banc, in the way of rules or regulations which it may propose. Participants, including broadcasters, television experimenters, experimental broadcasters using the utra-high bands which give such promise in the future, shortwave communications licensees, governmental departments, and in fact all users of radio facilities, present and potential, will be asked to give their views as to their own needs and requirements in the way of allocations.

Elbow Room Needed

OVERCROWDING of existing bands from 10 kc. to 30,000 kc., and the potential development of new services on using the ultra-high frequencies, prompted Commander Craven in recommending the hearings.

Fundamentally, the FCC will seek information governing allocation of bands for particular classes of service. Presumably, upon the basis of this and other information and data it will eventually plan allocations in keeping with modern engineering technique. Moreover experimentation in the ultra-high frequencies will be thrown into particular categories and along more definite lines. At present licenses are issued for "general" experimentation in these bands.

Insofar as broadcasting is concerned, there probably will be much technical information advanced. No changes can be made, however, in the assignment of bands for broadcasting since the Madrid Telecommunications Convention of 1932 fixed allocations until 1939.

It long has been known by engineers, however, that the lowest frequencies, ranging from 100 kc. to perhaps 1,000 kc., are best suited for broadcasting purposes. There is a minimum of sky wave on these frequencies and for that reason concentrated coverage is far superior to that on the higher frequencies. The present regular band ranges from 550 to 1,500 kc., with the band from 1,500 to 1,600 used for experimental "high-fidelity" broadcasting.

The advantages of these lower frequencies for broadcasting unquestionably will be stressed at the hearings. But whether these will warrant an upheaval of services to make them available for broadcasting at some future time is questionable. Existing services on these bands, such as government, ship-to-shore, aviation, internal distress frequencies and transoceanic, would have to be displaced and the equipment replacement problem, both for broadcasting and for the commercial services, would run into stupendous figures.

Channel Alignment

IT IS APPARENT, however, that holding of the hearings will retard for an indefinite period any consideration of the reallocation proposals in the present band. These were the proposals advanced last year by Andrew D. Ring, assistant chief engineer in charge of broadcasting, which would have included establishment of perhaps two-dozen super-powered stations, reduction in the number of clear channels, horizontal increases in power on certain regional channels, and setting up of new local bands.

The FCC already had decided to hold in abeyance consideration of the regional channel realignment advanced by Mr. Ring until new rules and regulations were approved. These have been in the making for more than a year and it now appears evident that they will not be finally approved until fall at the earliest.

In any such regulations and reallocation, the FCC, of course, will be disposed to await the results of the June 15 hearings. Thus, 1937 may be well along before it gets around to consideration of practical allocation problems.

The hearings are of importance because of the future bearing they may have upon broadcasting and

(*Continued on page 46*)

Craven Report Outlines Technical Radio Needs . . .

A SUMMARY of factors involved in the future allocations of radio facilities for all modes of service was set forth by Chief Engineer T. A. M. Craven in his report to the FCC urging a general hearing on these matters. The FCC set the hearing for June 15. The report is herewith excerpted, except for certain matters affecting requests of government services for facilities which were construed as confidential:

The Engineering Department states that in its opinion the foremost important technical radio problems requiring the attention of the Commission are as follows:

"1. Providing new radio frequency channels for public services in classes of communication other than broadcasting, as well as providing for all classes of radio service in the interest of safety of life and property.

"2. Frequency allocation improvements to the existing broadcast structure—550 to 1600 kc.

"3. Visual broadcasting, (television and facsimile).

"4. Aural broadcasting on frequencies above 1600 kc.

"Peculiarly, the solution of these four broad problems is so intrinsically interrelated that not one of them should be decided upon without consideration of the other three."

The Chief Engineer stated that of the problems confronting the Commission, visual broadcasting perhaps most complicates the situation by reason of two factors, namely:

"1. The technical requirement for an extremely large portion of the limited ether spectrum, thus restricting the amount which would be available for services other than broadcasting.

"2. The economics of visual broadcasting, including the possible economic effect it may have upon existing aural broadcasting and the existing receiver manufacturing industry, as well as the newspaper and motion picture industries.

"If more data were available with respect to these two factors of visual broadcasting, the Federal Communications Commission might have sufficient detailed information to warrant its proceeding immediately with confidence in the solution of the other three radio problems on a more permanent basis; but visual broadcasting is still deep in the experimental status from both technical and economic standpoints.

"The other three problems are not quite so complex as visual broadcasting, and while there is still insufficient data regarding wave propagation in large portions of the spectrum, there is enough information relative to propagation in certain portions of the spectrum to permit more definite progress along specific lines, and in this connection at present there appears to be a need for opening new portions of the spectrum in the service of the public. Furthermore, the possible intrenchment of various developed services, particularly those of the Government, by vast expenditures of money, is a factor of compelling importance."

The Engineering Department stated that of the various courses of action available to the Commission, it believed that the most sound course for the Commission to pursue in its solution of the pressing radio problems was "to proceed upon the doctrine of 'evolution and experimentation' by encouraging development and use of frequencies along definite lines as may be indicated from time to time from accumulated data, and by holding informal hearings as necessary to facilitate progress in detail."

The more important specific recommendations of the Engineering Department were as follows:

"1. In new allocations or in reallocations of radio frequencies to services or to stations within services, proceed on the basis of 'evolution, experimentation and voluntary action' rather than by radical and enforced costly changes. Modifications which do not involve large expenditures or are necessary requirements to keep abreast of the technical art should be accomplished.

"2. Encourage communication development along specific lines as may be indicated from time to time from accumulated data and from evidence secured from such informal engineering meetings as may be necessary to facilitate progress in detail.

"3. At a date in 1936, preferably in May or June, to be determined later, hold an informal engineering hearing before the Commission en banc for the purpose of:

"(1) Determining in a preliminary manner the most probable future needs of the various services for frequencies above 30,000 kc.

"(2) Securing for the public and the Commission a keener insight of the conflicting problems which confront the industry and the regulatory body in the application of the new frequencies to the services of the public.

"(3) Guiding experimentation along more definite lines as may be justified from the evidence presented at the hearing.

"(4) Reviewing frequency allocations to services in the radio spectrum below 30,000 kc.

"(5) Assisting the Government in its preparation for the International Telecommunications Conference at Cairo in 1938.

"The Interdepartment Radio Advisory Committee should be invited to attend this hearing.

"4. Delay permanent allocation of frequencies above 30,000 kc. to various classes of service until after the hearing mentioned in 3. above, and also until after an executive order on the allocation of these frequencies to Government services has been decided upon.

"5. In the meantime the Engineering and other interested Departments should prepare minor modifications of existing regulations for experimental operation above 30,000 kc., to be effective immediately, and so designed as to encourage progress and at the same time avoid illogical 'intrenchment' pending final determination of the allocation of these frequencies to various commercial services.

"6. Encourage standardization of visual broadcast transmission performance by authorizing the Engineering Department to cooperate with the Radio Manufacturers Association and licensees of experimental television stations in forming a committee of the industry to endeavor to arrive at a recommendation with respect to ultimate standardization.

"7. Encourage the development of coaxial cables for the purpose of transmitting visual broadcast programs between television broadcast stations which will be ultimately licensed by the Commission.

"8. Continue the policy of granting visual broadcast station licenses on an experimental basis only and making more stringent requirements as to active work on the part of licensees.

"9. At the proper time in the future, if there is sufficient accumulated data with respect to visual broadcasting, and after it has been decided what the allocation of frequencies above 30,000 kc. should be, promulgate visual broadcast transmission performance standards, provided the Radio Manufacturers Association's recommendations are satisfactory. If they are not satisfactory, hold a public hearing to determine what standards should be adopted.

"10. After standards have been adopted, continue the policy of keeping visual broadcasting on an experimental basis until sufficient data has been accumulated with respect to the economic factors of visual broadcasting, as well as the possible economic effect on other broadcast services and upon other industries such as newspaper and motion picture.

"11. Continue to encourage aural broadcasting on an experimental basis on frequencies above 30,000 kc. until such time when sufficient data is accumulated with respect to this particular service, as well as television and other services. When data as to the technique of this type of broadcasting is understood, and when the needs of other services, including television and facsimile, are known to a sufficient extent, the Commission should consider the desirability of commercial aural broadcasting on frequencies above 30,000 kc."

Chevrolet Dealers
With WORLD TR
65 Weeks on 65 Per C

Next week, in 300 cities from Bangor to San Diego, from Seattle to Miami, on 375 stations, World transcriptions will present the music of Rubinoff and his violin, the voices of Jan Peerce and Virginia Rea, the advertising message of a great car.

65 weeks for radio's greatest campaign, on 65 per cent of all commercial U. S. radio outlets. A year of those 65 weeks has run its course—yet Chevrolet Dealers order "Musical Moments" to continue, bigger and better than ever. Why?

Besides absolute freedom of choice in stations, broadcast times; besides the economy, dealer cooperation and local merchandising possible with Selective Broadcasting; besides the fact that World, an organization unique in radio, is set up to serve any size campaign with utmost efficiency—there are other reasons why.

Chevrolet Dealers approved four renewals because listeners have responded to their message; 375 radio stations have been proud to broadcast the series, glad to give every assistance—because "Musical Moments" is a swell show.

Years of Experience

Make All the Difference in the World! A campaign such as Chevrolet's **does** require extra and unusual service—that is a truth about "spot" broadcasting we won't deny. But bear this in mind.

WORLD BROADCAS
711 FIFTH AVENUE, N

Other offices and recording studios at: 400 West Madison St., Chicago; 555 South Flow
Guarantee Bldg., Atlanta, G

"Sound Recording for SC

XUM

s egin Another Year

TRANSCRIPTIONS!

er Cent — *Reasons Why*

In 1930-31, World handled a similar job for Chevrolet—a transcription campaign on 167 stations, at that time a record which only Chevrolet's present program exceeds in size. Also, since March, 1934, when World Program Service was originated, that first transcription library has involved an identical task of supplying 148 stations with all the necessary aids to fine transcription broadcasting.

The gigantic Chevrolet series is merely another World Program Service job, multiplied by two. Because of its years of experience with the first transcription library, with the largest users of Selective Broadcasting, World is ready at all times to handle your campaign with care and efficiency.

To Advertising Agencies

If you are hesitating on a "spot" campaign because of the many details, the extra effort connected with such a job, remember that a great service organization is ready and willing to take those details off your hands. Over a period of six years, for hundreds of advertisers, large and small, we've proved that we know our business—the business of transcription broadcasting. Bring your radio problem to World—if it can be solved, we've got the answer.

One all-compelling "reason why" for all the facts about this unprecedented campaign is the uniform high quality of World Transcriptions. There is nothing finer heard on the air. Hearing's believing.

Arrange for An Audition at Any of Our Offices.

ASTING SYSTEM, INC.

UE, NEW YORK, N. Y.

o; 555 uth Flower St., Los Angeles; 1050 Howard St., San Francisco; 320 Mortgage e Bldg., tlanta, Georgia.

SOUND Radio Advertising"

XUM

BROADCASTING
and
Broadcast Advertising

Published by
BROADCASTING
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A Few Suggestions

AT THE MOMENT NBC is in the throes of what appears to be a reorganization. Its new president, Lenox R. Lohr, came to his post with a brilliant record as a scholar, as a military engineer and as director of the Chicago Century of Progress Exposition. But he faces a superman's job in his appointed task of bringing about a new order of things in his company, which is the largest single unit in broadcasting and the one that represents the biggest dollar volume.

Mr. Lohr's first avowed purpose, that of promoting from within the organization rather than going outside as a regular matter for new blood, is sensible and praiseworthy. It should infuse new spirit into NBC, for today entirely too much uncertainty and fear seems to prevail among the rank and file. Up to now we recall only one vice president among NBC's peak quota of 12 who came up from the ranks, though there were and are men in that company who merit promotions.

While the purely internal affairs of any organization are no concern of ours except as they affect broadcasting and broadcast advertising at large, we hope Mr. Lohr will bear in mind first and foremost that NBC, though it owns and manages 14 stations and owns and leases out three others in the Northwest, exists largely by virtue of its affiliations with some 70 or more independently and diversely owned stations. Their interests are NBC's interests, whether in matters of compensation, copyright, industry problems, or what not. Their strength is NBC's strength, and they must be treated with every consideration if the network structure is to be maintained. The same holds, of course, for CBS and its affiliated stations. And the affiliated stations, in their zeal to make the best possible network arrangements financially, should not lose sight of the fact that without network programs and facilities their stature might not be so imposing.

Another foundation stone of network organization is the advertiser and his agency, although the approach may be somewhat different. Our observation has been that too many agencies find it too difficult to get quick and definite decisions from NBC, either because they have to deal with too many supernumeraries or because there is a prevailing fear among NBC executives to assume responsibility. At least, so several important agencies have told us.

With every intention of being constructive and helpful from our vantage point of viewing the broadcasting industry as a whole and knowing its key men personally, we suggest to Mr. Lohr that he establish the friendliest sort of liaison with every element in broadcasting toward the goal of common development. Competition with CBS and with the growingly important MBS is a healthy thing. But the competition should be confined to business activity and not reach into matters that might undermine the future of the industry or any branch of it. Both NBC and CBS must approach the larger problems of radio with kindred spirit and intention—an approach and an attitude that will inevitably be reflected to the advantage of their internal operations and external relationships.

Tax Tyranny

ANOTHER page in radio jurisprudence has been written by the Supreme Court in favor of radio. Again holding that radio broadcasting is interstate commerce and therefore not subject to taxation by the states, the court voided the Washington state statute levying a 1% occupation tax upon gross receipts of stations. The issue was raised on the appeal of KOMO and KJR, Seattle, from the decision of the state Supreme Court.

The opinion, however, is not all-inclusive. It does not settle finally that states cannot tax any character of radio stations on any basis. It simply concludes that under the Washington state statute, the revenue of stations like KOMO and KJR cannot be taxed. The Court sidestepped the question whether the state can tax other incomes of stations aside from "gross income". The question is raised now as to whether stations whose programs might not be heard outside a given state, might be construed to be in intrastate commerce, and therefore subject to state regulation.

It is unfortunate that the court did not go beyond the one issue raised in the KOMO-KJR case. Many states, looking for ways to enrich depleted coffers drained during recent depression years, have been eyeing radio revenues. There will be other state laws levying occupation, or gross or net income taxes. It seems apparent that additional "test" cases will find their way to the Supreme Court for final adjudication.

The industry collaborated commendably in the Washington state case. NBC, CBS and the NAB joined forces with KOMO and KJR in prosecuting the appeal through lower courts to the highest tribunal. That sort of teamwork is not only desirable but necessary to safeguard radio from the onslaughts of those who would squeeze from it the last drop of revenue.

More Power to You!

THE LOWLY LOCAL is slowly but surely coming into its own. When a sponsor like Remington Rand takes over *Five Star Final* and when Macfadden Publications take over *Court of Human Relations* on network combinations that embrace a number of 100 watters; when the agencies start buying "station-tested" programs on small as well as large stations, according to the areas they want to cover, as they are now doing on a bigger scale than ever before; when CBS adds a local in Binghamton as its 100th outlet at the urging of big advertisers; when small regional networks comprising for the main part the little locals spring into being and prove they can do a good selling job—when movements and trends like these are seen, then it is apparent that the small station is at last getting its long due recognition from the national and regional advertiser.

We have long felt that the advertisers are often missing good bets by scorning everything but "more watts and less kilocycles," for it is a well-known fact that some locals are not only dominant in their territories but are doing selling and merchandising jobs comparable to those of some big stations. It looks now like the era of the local is dawning, though it had to wait until the regionals and high powers had more or less full schedules. On our part, we doff our hats to the enterprising little locals (we know some of them that are better managed and better earners than certain big stations) and wish them every success in their new turn of fortune.

Eye to the Future

NOT EVEN a Jules Verne, in the wildest flight of imagination, can predict the future of radio. It appears now that both television and facsimile are certainties. But it is almost anybody's guess as to when and how. The economic problems are even more baffling than the technical.

The FCC on June 15 begins planning for the future with technical hearings on needs—present and prospective—of all types of radio service. Anticipating the visual services, it wants orderly allocations and experimentation.

Broadcasters of today are logically the "telecasters" of tomorrow. And they should be the "apex" broadcasters, too, operating on those ultra-high frequencies so long considered the "no man's land" of radio. Similarly those advertisers and their agents who pay the broadcasting bill may be looked upon as the potential clients in that new world of visual, combined with aural radio.

These FCC hearings will be labeled technical. But they are of tremendous future importance. Adequate facilities should be set aside from these impending developments, lest they be strangled at the very beginning by parceling out of the available channels to other kinds of services. Foresight is essential in this swiftly moving radio age, and we think there are enough signs about to warrant broadcasters in waging a vigorous fight at the June 15 hearings that adequate facilities may be set aside for the future services that rightfully belong to the broadcasting realm, whether sight or sound.

We Pay Our Respects To —

JOSEPH ALEXANDER CHAMBERS

THE FIRST man in the world to wrap up 500,000 watts of radio energy into a transmitter, saddle it to a day's program schedule, and then catapult the bundle into space for reception by listeners over practically the length and breadth of the land is Joseph Alexander Chambers. He did it as chief engineer of WLW, Cincinnati, which for exactly two years May 1 will have been on the air as the world's most powerful station—and which has been doing a grand job of it.

Today Joe Chambers, radio engineering consultant, is sitting behind a shiny new desk at the National Press Building, Washington, D. C. He resigned his post with the Crosley Radio Corp. April 1 to enter private practice — having accomplished his goal of harnessing super-power for broadcasting.

Mr. Chambers has become the engineering partner of J. C. McNary, former NAB technical director, and before that with the Bell Engineering Laboratories. The shingle reads: "McNary & Chambers, Consulting Radio Engineers." Mr. McNary last December took over the radio practice of Comdr. T. A. M. Craven, when the latter was called to the FCC as its chief engineer.

Joe Chamber's fame as an engineer with a practical turn of mind rose over the broadcasting horizon almost from the day he left college. For the last five years he has been chairman of the NAB Engineering Committee. And as the chief engineer of the nation's biggest station, he has figured prominently in almost every broadcasting technical problem since 1927, when he took over the job.

High power has been Mr. Chamber's goal ever since he broke into radio. He joined WLW in 1927. The following year the station went to 50,000 watts—the first in the country, and perhaps in the world, to broadcast with that power. Other 50,000-watters, then construed as "super-power," were licensed thereafter so that today there are some two dozen of them. It wasn't long afterward that he started drawing curves and charts on a half-million watts energy. He had every one aghast, but he soon proved his theory was correct. Today there are a half dozen stations flirting around with the idea of 500,000 watts, awaiting only the day for the FCC to lift present restrictions.

Joseph Alexander Chambers is a son of the South who was transplanted in the Midwest. He was born in Union, S. C., Aug. 21, 1903, the son of J. B. Chambers, then business manager of the *Union Progress*, who is now in Clemson, S. C., operating his own printing establishment.

Between his grammar schooling in Union and at Rock Hill, S. C., young Joe was printer's devil in his father's plant. He also took to "ham" radio while in short trousers as well as during his college course at Clemson, where he majored in electrical engineering. Graduating in 1924, he landed in Schenectady on the following day as a junior engineer with General Electric Co. He was assigned to WGY as development engineer.

For three years, this slight auburn-haired youth experimented with tubes and antennas and other gadgets. He worked under W. R. G. Baker, now vice president in charge of radio engineering at G. E. He also worked alongside A. D. Ring, now assistant chief engineer of the FCC in charge of broadcasting.

Young Chambers' broadcasting experience, however, began during his college days and while he was tinkering away with his "ham" activity. His amateur station was dismantled during the war. As soon as the ban was lifted, following the war, he was on the air again. Then, in 1921, he assisted in the construction of one of the first 500-watt stations in the country, at Clemson College.

It was in 1931, after many 50,000-watt stations were clipping along in full swing that Chambers began to mull over charts and diagrams and what-not on "super-power". He sold Powel Crosley, WLW president, the idea of pioneering this field. In 1933 the contract for building it was entered into with RCA Victor, according to plans and designs laid out by Chambers. On May 1, 1934, the first half-million watter took the air. Mr. Crosley, all things considered, was about $500,000 poorer for the building of the transmitter, antenna and other incidental expense ran about one dollar per watt—but today his station's commercial success compensates well for his foresight.

Perhaps the largest single station technical staff of any station worked under Joe Chambers. There were 56 in his department. But there was more than WLW to take care of, because the Crosley Corp. also operates WSAI, Cincinnati, an NBC Red network outlet, along with W8XO, which is the experimental call for the 500,000-watt WLW transmitter, W8XAL, the 10,000-watt relay broadcasting station on 6060 kc., and about a dozen general experimental stations.

Succeeding Mr. Chambers as technical supervisor of the Crosley stations is R. James Rockwell, who was elevated from the ranks. He was in the receiver development department of the set manufacturing end of the Crosley corporation. He also had been with GE at Schenectady.

In 1932, Mr. Chambers married Cecelia Byron, of Cincinnati. They have one daughter — Charlotte— who, according to Joe, is his "main hobby". Mrs. Chambers is the sister of Edward Byron, formerly WLW production manager, and more recently radio director of William Esty & Co., advertising agency. The Chambers now are in process of moving to Washington.

Aside from his family, and radio, of course, Joe Chambers is an ardent aviation enthusiast and totes a camera with funny lenses wherever he goes. He has owned several planes, and soon plans to get another. He is a member of the Institute of Radio Engineers, American Society of Acoustical Engineers, and the American Radio Relay League, never having lost his identity as an "amateur". His clubs include the Lions Club of Cincinnati, and the Clovernook Country Club. His church is Methodist.

PERSONAL NOTES

G. A. RICHARDS, president of WJR, Detroit, has returned to his winter home in Beverly Hills, Cal., after three weeks in the East. Leo J. Fitzpatrick, manager of WJR and NAB president, returned April 6 from a month's vacation in Florida.

THEODORE C. STREIBERT, since 1933 assistant to President Alfred J. McCosker, head of the Bamberger Broadcasting Service, operating WOR, Newark, has been promoted to vice president by the board of directors. He came to WOR from Harvard Business School where he was assistant dean. He is also on the board of MBS.

GEORGE SCHMIDT, of the sales staff of WOR, Newark, was discharged from New York Polyclinic Hospital March 28 after an appendicitis operation.

JAMES M. SEWARD, assistant CBS treasurer, married Miss Ina Storey Gwyn of Scarsdale, N. Y., March 21. They spent their honeymoon at Warm Springs, Va.

CHICK ALLISON, of the Skelly Oil Co., has been named promotion manager of KMBC, Kansas City, according to an announcement by Arthur B. Church, president. During his three years with Skelly, Mr. Allison handled promotion for *The Air Adventures of Jimmy Allen*, transcription sponsored by the oil company.

DAN J. DONNELLY, formerly with the *San Diego Union & Tribune* and the *St. Paul Dispatch & Pioneer Press*, has been named sales manager of KGB, San Diego, filling the post vacated by Roger K. Huston, promoted to manager.

ALBERT S. FOSTER, of the WWL, New Orleans, sales staff, on Feb. 15 began an extended motor trip with Mrs. Foster, which carried him through the Northern border of Mexico, where he visited border stations and through Chicago, New York, Detroit and Eastern cities on business calls.

HARRY ANDERSON, NBC western division sales manager in San Francisco, staged his annual spring picnic for members of his department on April 4, entertaining them at his country home in Woodside, Cal.

L. SCOTT PERKINS, formerly radio director for the Country Church of Hollywood, and prior to that production manager of KHJ, Los Angeles, has joined the Northern California Broadcasting System, San Francisco, as manager of commercial program production.

THEODORE F. ALLEN, of the radio staff of the Republican National Committee, has been transferred temporarily from New York to Washington to act as assistant to Thomas Sabin, director of the radio department. William R. P. Neel has resigned from the NBC press department in New York to join Stanley High in Washington as a member of the Democratic National Committee. Mr. Neel has been with NBC for the last nine months after serving as night sports editor of the *New York Evening Post*.

F. W. THRING, of 3XY, Melbourne, Australia, is in Hollywood, planning to return April 29. Stuart F. Doyle, of 2UW, Sydney, is to arrive in Hollywood late this month enroute to New York and London.

S. D. GREGORY, assistant manager of broadcasting for Westinghouse, and Mrs. Gregory became the parents of a daughter, Betty Louise, their first child, born Friday, March 13, in Springfield, Mass. The weight was 6 lbs. 4 oz.

E. P. H. JAMES, NBC sales promotion manager, as the guest of WOOD-WASH, addressed the combined membership of the Lions, Advertising and Graphic Arts Clubs of Grand Rapids at a luncheon meeting April 7, discussing the connection between radio and printed advertising.

WILLIAM QUEALE, chairman of the board of 5DN, Adelaide, Australia, arrived in Los Angeles late in March. He left later for a month's stay in Detroit, after which he will travel to New York, London and then return to Australia.

DAVID J. McGRAW, formerly associated with the J. F. Carson Display Co., Chicago, has been added to the sales staff of KJBS, San Francisco.

EDWARD WOOD Jr., sales manager of WGN, Chicago, is recovering in a hospital from an automobile accident.

JOHN F. PATT, vice president and manager of WGAR, Cleveland, has been elected president of the University of Kansas Alumni Association in Northern Ohio.

FRED HORWITZ, of the sales staff of KDYL, Salt Lake City, is the father of a boy born March 26.

CLARENCE WHEELER, manager of WHEC, Rochester, has returned from a month at Miami.

DAVIS KIRBY, formerly of Boston, has joined the sales staff of WICC, Bridgeport.

WILLIAM C. WESTER, formerly sales and advertising executive of the Silver Tonsberg Printing Co., Superior, Wis., has joined the sales staff of WTAQ, Green Bay, Wis.

BEHIND THE MICROPHONE

KENNETH CARPENTER, chief announcer of KFI, Los Angeles, who has handled Bing Crosby's *Kraft Musical Hall*, Jimmie Fidler's *Hollywood Gossip* and the Grace Moore programs, on April 1 joined the announcing staff of the NBC studios in Hollywood, and will also be in charge of special events broadcasts there.

TOM HANLON has been promoted to the chief announcer of KFI, Los Angeles. Forrest Barnes, KFI-KECA continuity editor, will do a series of Technicolor historical shorts for Warner Bros.

ANITA GILMORE after a three-month leave of absence, on April 15 returned to the NBC western division press relations department in San Francisco.

JOHN HARRINGTON premiered as a sports announcer for CBS, Chicago, on April 2, and will share baseball broadcasting on WBBM, Chicago, with the veteran Pat Flannagan in both National and American League games from Chicago. Mr. Harrington was formerly with WGN, Chicago, and more recently with WLW, Cincinnati.

HARRIET MENKEN, formerly a Hearst radio columnist, has been named publicity director of WINS, New York.

DON E. KELLEY, formerly production manager of WMT, Waterloo, Ia., has joined the announcing staff of the Central States Broadcasting Co. in Omaha. The Central States comprises KOIL, KFAB and KFOR. Layman W. Cameron, announcer in Omaha, has been transferred to the Lincoln branch office (KFAB and KFOR) where he will assist Lyle DeMoss as production manager.

AL TRIGGS, announcer of WRC-WMAL, Washington, has resigned to join the staff of WIBX, Utica, according to an announcement April 6 by Dale Robertson, WIBX general manager. Mr. Triggs was formerly with KSO, Des Moines, and WATL, Atlanta.

ROBERT MURPHY recently of KGFK, Moorhead, Minn., has returned to the announcing staff of WDAY, Fargo N. D.

EARL RODELL, a one-time motion picture photographer and stage manager, and more recently affiliated with a number of Oklahoma and Texas radio stations, has been added to the announcing staff of KMOX, St. Louis.

ALBERT GILBERT, formerly of the announcing and production staff of WHA, Madison, Wis., and the public address announcing staff at the Chicago World's Fair, has become staff announcer at WIBA, Madison.

The Actual Notes

CFAC, Calgary, has a new station identification accompanying the station call. It is the corresponding notes of the scale—CFAC. This Calgary station is the only one, as far as known, in Canada with musical chimes to match the call letters. In fact a quick glance through the list of North American stations indicates there are only two or three whose letters are within the musical scale.

FREDDIE RICH, CBS musical director, and Miss Eula Mitchell, of Chicago, whom he met while on a European trip last summer, were married at Armonk, N. Y., March 28.

EDGAR A. GUEST Jr. has replaced Billy Repaid as news reporter on the *Household Musical Clock* of WJR, Detroit.

DON HEYWORTH, formerly of WBZ, Boston, has joined the announcing staff of WNEW, New York.

FRANK COOLEY, formerly of WLW, Cincinnati, and Robert Keefe, formerly of WGY, Schenectady, have joined the announcing staff of WOR, Newark.

KENNETH E. WHITE, formerly assistant manager of WMFJ, Daytona Beach, Fla., has joined the announcing staff of KALB, Alexandria.

GLEN HARDY, announcer of KNX, Hollywood, has resigned to free lance.

HUGH BRUNDAGE, formerly of KRKD, Los Angeles, has joined the announcing staff of KEHE, that city.

HAROLD HODGE, formerly of KFWB, Hollywood, on April 1 became director of special events and radio at the San Diego Exposition.

SAM HAYNES, NBC *Richfield Reporter* on the West Coast, will have a part in the new R-K-O picture "The Ex Mrs. Bradford".

WELBOURN KELLEY, formerly of Transradio Press, has joined the NBC press department in New York.

HARRY WEBER, musical director of WGN, Chicago, and Mrs. Weber, (Marion Claire) will vacation in Bermuda late in April where Miss Claire finishes her engagement in *The Great Waltz* in which she is starring at the Auditorium Theater, Chicago.

RAY T. HOWELL has been named program director of KIRO, Seattle.

"SPEED" RILEY, well known Pacific Coast sports writer, has been added to the announcing staff of KSFO, San Francisco, as commentator on that station's *Sport Page of the Air*.

SARAH SCHERMERHORN, known to radio listeners as "Sally Singer", was married March 27 to Edgar Ellinger Jr., of New York, at the groom's home in New York on March 27.

HILMAR BAUKHAGE, *United States News* commentator on the NBC-WJZ *Farm & Home Hour* and "The Master Builder" in the Federal Housing Administration's NBC-WJZ series, suffered a fractured collarbone March 29 in an automobile accident. He was taken to Emergency Hospital, Washington.

KENT JOSEF, formerly chief announcer of WKBZ, Muskegon, Mich., has joined WJIM, Lansing.

CHARLES STARK, formerly of WIP, WCAU and KYW, Philadelphia, has joined the announcing staff of WMCA, New York.

AL KINGSTON-WALTER MEYERS Inc., Hollywood talent agency at 9120 Sunset Blvd., is the new name for the former Al Kingston Inc. & Walter Meyers.

WALTER BUNKER Jr., formerly of KFRC, San Francisco, and later with the Anson Weeks' Orchestra, has joined the NBC Hollywood studios with temporary assignment to the production department.

GEORGE APPLEGATE, formerly of WGR, Buffalo, has joined WHN, New York as announcer and Dan Goldenpaul has been appointed director of special events.

MEL VENTER, announcer of KFRC, San Francisco, has announced his engagement to Betty Lou Davis, of Honolulu.

MEREDITH WILLSON, NBC western division musical director, will be the guest conductor with the San Francisco Symphony Orchestra at an afternoon concert in the War Memorial Opera House in that city April 19. He will present for the first time, his newest composition "Symphony No. 1 in F Minor", just completed. This will be Wilson's first appearance before a concert audience as conductor of a full symphony.

J. E. (Dinty) DOYLE, for the last year manager of Tom Coakley's orchestra, and prior to that radio editor of the *Oakland Post-Enquirer*, has been made radio editor of the *San Francisco Chronicle*, succeeding Howard Needham, who has been transferred to staff as feature writer.

KIMBALL SANT, assistant production manager of MacGregor & Sollie Inc., San Francisco transcription concern, fractured his right foot when he fell from a street car March 26.

San Francisco Shifts

HARRY BECHTEL, for the last six years chief announcer at KYA, San Francisco, resigned effective April 15 to join the artist staff of MacGregor & Sollie Inc., transcription producers, which moves on that date from San Francisco to Hollywood. Bechtel's successor at KYA is Linn Church, who has been on the announcing staff of the station for several years. Roderick Mays, for more than two years a KYA announcer, has taken a six months leave to regain his health, and Kenneth Higgins, has been brought in to fill the vacancy. Dudley Manlove, on the announcing staff of KROW, Oakland, for the last six months, has also joined KYA in a similar capacity.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1,000 Watts*
Spring - Summer . . .
Our Business Peak!
Tourists from all over the United States are now starting their trek to cool Asheville and Western Carolina. Just ahead is our peak business season . . . and your big opportunity for test campaigns and sales promotion over WWNC, sole blanket Radio coverage available!

KSD Daytime Coverage
The Distinguished Broadcasting Station in St. Louis
An estimate of population and radio homes in counties receiving one-half millivolt service or better from KSD during daytime hours based on measurements made by Jansky and Bailey Engineers, Washington, D. C., follows:
Population - - - 5,906,905
Families - - - - 1,484,063
Radio Homes - 1,142,977
This service coverage area of KSD is far greater than that of any other St. Louis Broadcasting Station.
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING ST. LOUIS, MO.
EDDY & STEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

KGEZ
Kalispell, Montana
Northwestern Montana's Station for RESULTS

IN EASTERN INDIANA
Newspaper cost per 1000 ad readers $17.22
Radio cost per 1000 listeners $2.94
WLBC - Muncie

IN THE CONTROL ROOM

PLANS are practically completed for the 11th annual convention of the Institute of Radio Engineers to be held in the Hotel Statler, Cleveland, May 11, 12 and 13, the arrangements being handled through IRE headquarters at 330 W. 42nd St., New York. IRE on May 1 will also hold a joint meeting with the American Section of the International Scientific Radio Union in Washington.

LOUIS McC. YOUNG, assistant chief engineer of WBBM, Chicago, has devised a new clock design adopted by Western Union. The clocks provide improved visibility. Frank B. Falknor, CBS western division chief engineer, last year invented a sickle-shaped minute hand for standard clocks.

WILLIAM G. H. FINCH, former assistant FCC chief engineer in charge of telephone matters, on March 31 was issued Patent No. 2,036,128 on an image or facsimile broadcasting system. Several months ago the U. S. Patent Office also issued him a patent on a radio ticker tape system.

JOHN REILLY, formerly of WICC, Bridgeport, has joined WELI, New Haven. Floyd Jones has replaced Frank Ferris as the WICC control operator in New Haven and Angus Blow, formerly of Springfield, Mass., has joined the WICC staff. Garo W. Ray, WICC chief engineer, is supervising installation of a new Western Electric transmitter.

DAN WINN, formerly of KFRO, Longview, Tex., has joined the engineering and announcing staff of KELD, El Dorado, Ark.

CHARLES DINKEL, engineer of KOIL, Omaha, has gone to KFNF, Shenandoah Ia. as chief transmitter engineer exchanging places with Bill Elsheimer, who goes to Omaha from KFNF. They are cousins and they started their radio work at the Shenandoah station.

VINTON WIGHT, engineer of Central States Broadcasting Co., operating KOIL, Omaha, and KFAB and KFOR Lincoln, has returned to work after a three weeks illness due to an infected hand.

WILLARD J. PURCELL, chief engineer of WGY, Schenectady, will return to his desk in a few weeks following a three-month absence due to illness. Bernard Cruger has been acting in his place. George Maxwell, of Poughkeepsie, has joined the control staff.

J. M. HETLAND chief engineer of WDAY, Fargo, N. D., has built a portable booth for remotes. It is made of six pieces and can be erected or dismantled in a hurry.

Roving Assignment

DEPARTING last month for a six months' tour of Europe, Lee Cooley of the editorial staff of the *KNX Newspaper of the Air* will send back regular reports for broadcasts over the Hollywood station. KNX claims to be the first station to send its own reporter abroad on such a roving assignment. Cooley's place in the KNX news division has been taken by William Lawrence, for six years a producer and announcer with CBS and until recently a partner in the advertising agency of Newkirk & Lawrence.

COLLEGE of the City of New York believes its amateur radio station, W2HJ, which on March 30 celebrated its 22nd birthday, is the oldest "ham" station in the country.

WEEI, KNX Staffs Intact

NO RADICAL staff shakeups at either WEEI, Boston, or KNX, Hollywood, are contemplated by CBS when it takes over the management of the former and ownership of the latter under agreements signed during the last month. This assurance came officially from Herbert V. Akerberg, CBS station relations manager, who left April 11 for Hollywood to survey the KNX situation. Although Joseph Groce, supervisor of WEEI, will probably remain with the Edison Electric Illuminating Co. rather than with the station, the remainder of the executive and operating staff will be kept intact with few or no changes after CBS takes over, said Mr. Akerberg. The staff of KNX will also be retained, although it is expected that Guy C. Earl Jr. and Naylor Rogers, who own practically all of the station's stock, will turn to other interests, and a new general manager will be appointed, possibly assigned from New York. Mr. Earl has indicated that he may purchase several stations, including KOH, Reno, Nev., now owned by the McClatchy newspaper interests.

M'NARY - CHAMBERS FORM PARTNERSHIP

FORMATION of the consulting engineering firm of McNary & Chambers, with headquarters in Washington, was announced April 2 with J. C. McNary, former technical director of the NAB, and Joseph A. Chambers, until last month chief engineer of WLW, Cincinnati, as the principals.

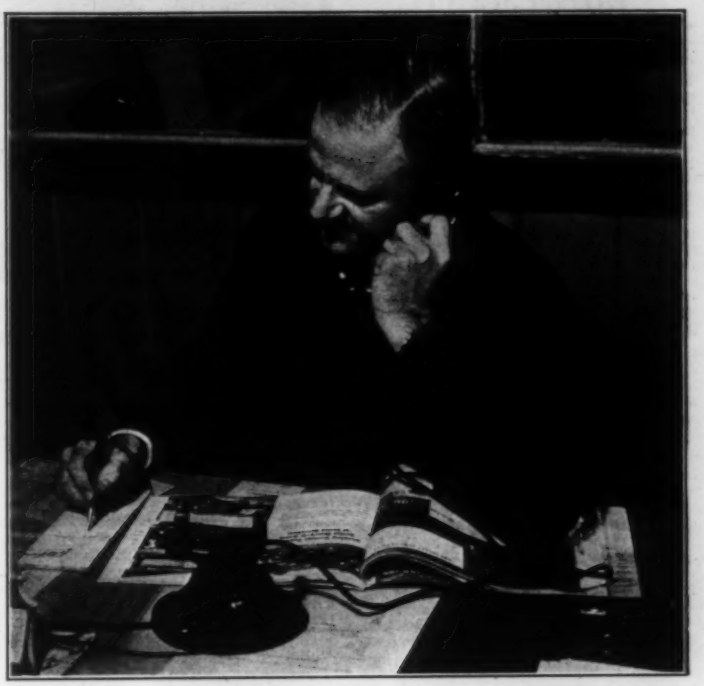
Mr. Chambers' resignation as WLW chief engineer became effective April 1, at which time he announced he would engage in a consulting engineering practice in Washington. Shortly afterward the partnership arrangement was made with Mr. McNary. Mr. McNary had assumed the consulting practice of T. A. M. Craven on Dec. 1 when the latter accepted appointment as chief engineer of the FCC.

The new firm will engage in a general radio consulting practice, including broadcasting, ultra-high frequency, antenna design and construction, field and coverage surveys, synchronizing and rebroadcasting systems and transoceanic communications. Mr. Chambers is the builder of the 500,000-watt WLW, biggest station in the world, and is chairman of the NAB engineering committee.

Mr. McNary formerly was with Bell Telephone Laboratories and until last year was NAB technical director. He is regarded as an authority on directive antennas.

free!

See Page 2



Jim Reed, President
Jim Reed Chevrolet Company
The largest automobile dealer operation in the South

"WSM Invaluable Aid"

Says Motor Executive

When a radio campaign develops leads that result in actual sales of both new and used cars, that is convincing proof of the station's effectiveness. And this is what Jim Reed, President of the Jim Reed Chevrolet Company, the south's largest automobile dealer, has to say about the current Chevrolet campaign over WSM.

"Though the actual sale of an automobile is highly personalized, the Chevrolet campaign currently running over WSM has proved an invaluable aid to our sales force in developing sales on both New and Used Cars. This is without doubt one of the most effective advertising supports the Dealers in this section have ever had."

Ask your jobbers and dealers what they think about WSM's Sales Influence in the South. They Know!

WSM 50,000 WATTS

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
Incorporated
Nashville, Tennessee

EQUIPMENT

WNYC, New York, is utilizing the transmitter of Brooklyn Technical High School for auxiliary purposes pending removal of the municipal station's plant and construction of a new transmitter house at the foot of Greenpoint Ave., Brooklyn. The high school equipment is a duplicate of the present WNYC plant but the Municipal Bldg. transmitter site is surrounded by skyscrapers which cause large shadow areas. A one-story brick and stucco building of modernistic design is being constructed. New studios will be equipped in the Municipal Bldg. WNYC was granted additional evening time April 1.

SHURE BROS., Chicago, announced a new catalog of its complete line of microphones and accessories. Data sheets have been prepared to amplify information on specific items described in the catalog.

WOR, Newark, has installed a talk-back microphone system which calls attention to artists by a bell and provides facilities for announcers to speak from studio to control room. Another new idea developed by WOR engineers is a stop-clock which provides accurate timing for programs. It can be moved over a radius of 45 degrees for either production man or engineer. Both individual timing and total time of all numbers is possible. Chief Engineer J. R. Poppele has labeled it "timometer".

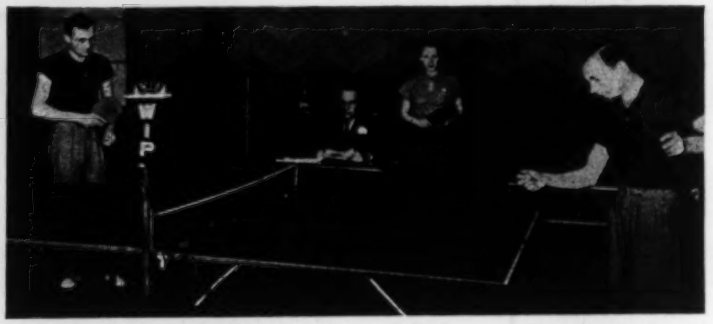
Join the Parade of National Successes Now on—

WSOC

R.C.A. Magic Key
Album of Familiar Music
General Motors Symphony
Strange As It Seems
Contented Program
Chevrolet Musical Moments
Phillip Morris Program
Sherwin-Williams Paint Co.

Wire or write for rates to—

WSOC
Charlotte, N. C.



PING PONG ON THE AIR — Stone McLinn (at microphone) sports director of WIP, Philadelphia, is breathlessly describing the relentless wallops of Sandor Glancz (left), Hungarian champ, and Arthur Hayden, English impressario. Ruth Aarons, world's woman champion, is watching.

MAJOR equipment changes at WISN, Milwaukee, are being made between midnight and 7 a. m. under direction of Don Weller, chief engineer, with installations including a new master control desk and studio operating positions. Weller and his staff designed the entire equipment. The desk consists of three sections, the center having a small rack on which are mounted the line control keys, remote control switching positions and lines, and jack circuits for emergency patching. A sloping panel is used for the high-speed volume indicator, which is extremely rapid in action.

PRESTO RECORDING Corp., New York, has released new catalogues on its instantaneous recording discs and cutting needles as well as its latest and complete line of instantaneous recording equipment. Besides descriptions of equipment, the catalogues give comprehensive material on the art of instantaneous recording.

WIOD, Miami, has installed a new RCA Victor 1 kw. high-fidelity transmitter, dedicated last month. Frank Malone, conductor of the dedicatory program, made the announcement of the new equipment and following a 30-second pause, the new transmitter went on the air.

THE Federal Trade Commission has ordered Lur-Eye Products Inc., New York, to revise claims for its eye lotion. Thomas Leeming & Co. Inc., New York, is charged with exaggerated claims for its Baume Bengue. Sunlife Chlorophyllian Laboratories Ltd., Los Angeles, is charged with unfair representations for its chlorophyllian oil.

Martha Deane Anniversary

MARTHA DEANE'S highly popular participating program, carried on WOR, Newark, Mondays to Fridays at 2:15 p. m. and Saturdays at 11:45 a. m., on April 15 celebrates its second anniversary with a waiting list for prospective sponsors. With the addition of the New York Telephone Co. and Sonotone Co. at the end of March, the limit of 12 sponsors was reached. The others are John Morrell Co.'s products, Red Heart Dog Food, Prido; B. Fischer Astor Coffee; La Choy Chop Suey; D'Arrigo Brothers; Vahlsing Co.'s Bonita Carrots; New Jersey Laundry Companies; Philadelphia Dairy Products; Manhattan Storage Co., Atlantic Sales Corp.

Dr. Damrosch Honored

DR. WALTER DAMROSCH, NBC music counsel who conducts the NBC *Music Appreciation Hour* Friday mornings over combined networks during the school year, was honored April 3 with the award of the 1936 medal for outstanding service to children, presented by *Parents' Magazine*. The 1935 winner was Miss Grace Abott, former director of the U. S. Children's Bureau, and in 1934 Walt Disney won it. It is estimated that 6,000,000 children in 60,000 American schools regularly hear the Dr. Damrosch weekly musical lectures over NBC.

Allocation Hearings

(*Continued from page 39*)

related services. If channels above 30,000 kc. are assigned to other services it may mean retarding the growth of broadcasting.

The hearing will be the first of this nature held since 1928. Then the old Radio Commission called a hearing preparatory to assignment of bands for domestic point-to-point communications. It was not, however, of the same magnitude or scope of the June 15 hearings.

Governmental Demands

OBVIOUSLY, one of the principal reasons for calling the hearings has been the demands of governmental agencies — notably the Army and the Navy, — for large chunks of the ultra-high frequencies for regular, rather than experimental use. At present it is considered that the ultra - high range from 30,000 to 100,000 kc. is sufficiently advanced from the technical standpoint to be used for various modes of service, such as broadcasting, television and other impending commercial uses. The government services, however, feel that they should get a large proportion of these facilities for military purposes.

While precise information is not procurable, it is believed that the Army and Navy, between them, will seek perhaps half of the channels available in the 30,000-100,000 kc. range. Government services now are assigned from 30,000 to 56,000 on an experimental basis. They want them permanently.

Naturally, should these demands be met and should other services, such as aviation, police and other contemplated departmental activities be awarded large blocks of these waves, there will be little left for the future development of so-called broadcasting services in these bands, including television. Theoretically, this spectrum extends to 400,000 kc., but the channels above 100,000 have not yet been readily adaptable for communications uses, mainly due to lack of development of adequate tubes and transmitters.

If any substantial portion of the 30,000 to 100,000 kc. band is committed to other services, television development will suffer. Commander Craven, in his report, brought out that in his opinion, television is still "deep in the experimental status from both technical and economic standpoints". Additional information, procurable at the forthcoming hearings, he indicated, should prove invaluable in charting its future course.

THE $5,000 peace scholarship offered by Eddie Cantor was awarded during the April 5 Pebeco program to Lloyd Lewis, Plattsburg, Mo., high school student, from a list of 212,000 entries.

PHILLIPS PACKING Co., Cambridge, Md. (canned food) will use eight one - minute WBS disc announcements over an unannounced list of stations. Blackman Adv. Inc., New York, has the account.

Accent on the Commercial

BROADCASTMENT

The new Radio tie-in on Radio pages of the Nation's Leading Dailies under the heading MIKE MOMENTS, a 40 line unit at card rates featuring the Sponsor, Product, Talent, Local Station and Time; in cartoon strip technique for Network, Regional and Spot programs.

BROADCASTMENTS cover all markets, the entire list, a group, or single papers may be used. Art and production are supplied at cost.
BROADCASTMENTS, Radio Appropriation Insurance, is an entertaining display for entertainment advertising. Wire or write for full particulars and list of newspapers. (Contents copyright 1936 by A. F. Inc.)

Advertising Features, Inc., Chrysler Building., N. Y. C. Murray Hill 6-4047

MIKE MOMENTS — Copyright 1936 By Advertising Features, Inc., N. Y. — BROADCASTMENT

MAKES OUR MILLIONS OF READERS YOUR MILLIONS OF LISTENERS

HELLO! FRED ALLEN

—your always enjoyable programs bring a world of pleasure to the folks in more than 150,000 Carolina homes served by WPTF.

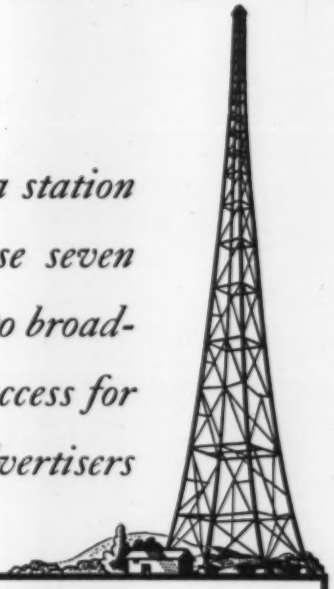
Let us send you Folder and other data about WPTF.

Represented Nationally by F. J. & F.

WPTF Raleigh, N. C.

"One of NBC's managed *and* operated stations"

More than a station identification, these seven words are a guide to broadcast advertising success for spot and local advertisers



These Are the Nine Markets We Serve:

New York . . .	WEAF	50,000 watts
	WJZ	50,000 watts
The Great Northeast	WGY	50,000 watts
New England . .	WBZ-WBZA	51,000 watts
District of Columbia	WRC	500 watts
	WMAL	500-250 watts
Pittsburgh and the Tri-State Market	KDKA	50,000 watts
Northern Ohio . .	WTAM	50,000 watts
Chicago	WMAQ	50,000 watts
	WENR	50,000 watts
Denver	KOA	50,000 watts
San Francisco . .	KGO	7,500 watts
	KPO	50,000 watts

IN EACH of the nine important markets listed below there are one or more NBC stations whose services to the community are vital parts of the daily lives of the people. These stations are not "just local radio stations." They are the very backbone of the NBC networks and, as such, enjoy the high prestige among listeners and sponsors which has been created and maintained by NBC's national leadership in all phases of broadcasting.

An advertiser on any one of the stations has at his beck and call the finest broadcasting facilities in the world—all of the physical and personal equipment of the entire National Broadcasting Company. For these are NBC Operated Stations, staffed by NBC program and advertising experts and governed by the same successful broadcasting formulae which have been so notably effective for advertisers the country over.

The nine markets are of such outstanding importance that advertisers need these high powered, popular stations. The fact that spot advertisers' expenditures on these stations in January 1936 were 97% above those in January 1935 is strong testimony to the sales influence you can expect from any one of them. Get in touch with the NBC office nearest you for information about one or all of the stations.

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Service

NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO

Women's Group Awards To Be Made on April 22

FIVE program awards will be made April 22 by the Women's National Radio Committee, the second year awards have been made by the organization. Proceedings will be held at the Hotel Astor, New York, with both NBC and CBS broadcasting the event.

Mme. Yolanda Mero-Irion, advisory chairman of the committee, said April 4 that ballots already received "indicate a greatly improved standard of radio taste. The public is obviously ready to accept radio offerings of the highest type. Many comparatively new programs are crowding highly popular programs which have been a long time on the air."

Mail From

73 TOWNS

in

Northern Illinois

and

Southern Wisconsin

for

ONE SPONSOR

in

less than one month!

We can do the same for you!

WROK

ROCKFORD, ILL.

Half of Listeners Like Political Fare On Radio, "Fortune" Learns in Survey

What folks think about politics on the air proved a matter of concern to the magazine "Fortune", which has tapped a cross-section of public opinion on the subject in connection with its quarterly surveys. Here is what "Fortune" learned, according to its April issue:

"JUST as *Fortune's* interviewers were preparing to set forth to ask Mrs. O'Malley and her neighbor what they thought about a number of things, a great to-do broke out in the newspapers about political use of the radio. President Roosevelt, facing Congress assembled, had sent his campaign challenge to big business into as many of the nation's radios as may have been tuned in on the networks at that hour.

"Charging that this was political use of the air, Republican Chairman Fletcher demanded equivalent network time and, refused, sought to buy time for radio playlets in which were to be starred the voices of John Smith, Mary Jones, Doom and the G. O. P. Presidents Paley and Lohr, CBS and NBC, again refused, asserting their right to edit their radio programs as a newspaper is edited, and declaring that the radio drama was not an appropriate medium for political education.

"Now Fletcher's dramatic script (later locally broadcast in Chicago) may or may not have been entertaining fare for the radio audience. But the broadcasting industry has no great fondness for political harangues as such and looks forward to the rainy season of campaign oratory about as enthusiastically as Marshal Badoglio scans the Ethiopian almanac.

Raising Their Rates

"SOME local stations translate their dislike of politics on the air into a premium charge above the customary commercial rates on the grounds that politics are not entertaining. A question of present importance is: Which would be shrewd editing—to increase, to decrease, or to discontinue politics on the air.

"It is important especially now because the two old parties, plus the schismatic Al Smith-Talmadge Democrats, plus the Townsendites and Coughlinites and other upstart groups, threaten a record deluge of broadcast words. Accordingly *Fortune* set out to discover how well the radio listener likes his political fare. People having radios answered the question above [Would you like to hear more, less, or no political speeches on the air?] as follows:

	More	*Same*	*Less*	*None*
Men ...	20.3%	34.3%	29.4%	16.0%
Women	11.2	41.6	26.8	20.4
Total .	15.8	38.0	27.9	18.3

"So now, before political broadcasts reach their convention crescendo, a little more than half of the radio listeners are willing, after fairly rigorous exposure, to go on listening to their politicos unhushed or even to hear more of them. That not only shows a wholesome interest in the problems of state, but it even indicates that what Mr. Fletcher has to say might have a hearing without sugar-coating by his Republican dramatists.

Too Much Mud-Slinging

"EVEN the 46.2% who want less or no political speeches are not wholly indifferent to the responsibilities of their franchise, because interviewers reported that among the principal reasons given for the answer 'less' were 'too much mud-slinging without facts and figures' and 'too much talk by small-fry local politicians'. Many people said they would like their broadcast politics confined to top-notch figures like Roosevelt, Smith, Coughlin and Hoover. Interesting also is the fact that while fewer women than men want to hear more politics, as many women as men are willing to continue hearing the same amount of politics on their radios.

"Just what the unprotesting radio audience may be letting itself in for may be judged on the basis of these precedents: Over the NBC network alone 100 federal officials spoke 171 times in 1932 prior to the conventions. During the conventions 57 hours of talk bumbled through receivers tuned to NBC, and the campaign set a record of 160 broadcasts consuming 89 hours. These were all national, and the figures take no account of several thousand gentlemen who at the same time may have been talking over local stations on the proposition that they should be elected to congressional or local office.

"The geographical distribution of politics' radio popularity suggests some interesting speculations: Most in favor of more politics on the air were the Mountain States, 23.6%; but likewise were the Mountain States most in favor of no politics at all, 25%. Thus they contrast with their neighbors to the East, the states of the Northwest Plains, where only 12.9% want no politics, and their neighbors on the Pacific Coast, where only 10.6% are in favor of more.

"Whether these differences reflect peculiarities in the habits of the people or whether they result from regional broadcasting practices it is hard to say. But this much is certain: Unless Chairman Fletcher succeeds in putting politics into buskin and sock, many fewer people will be clamoring to hear more politics by the post-election dawn of Nov. 4."

St. Paul Appeal

AN APPEAL from the FCC decision authorizing a new local station in St. Paul, to be operated on 1370 kc. with 100 watts full time by Edward Hoffman, local merchant, was filed April 7 in the U. S. Court of Appeals for the District of Columbia by the *St. Paul Daily News*. The court was asked to have the FCC vacate its grant during the pendency of the appeal. The newspaper, affiliated through ownership with the *St. Paul Pioneer-Press*, which has half interest in WTCN, St. Paul, had filed an application for the same facilities after the original hearing had been held and following the submission of an examiner's report favoring the Hoffman grant.

Taplinger on Coast

ROBERT S. TAPLINGER, publicity and radio relations, New York, went to Hollywood April 10 to open a West Coast branch office. Among the Taplinger accounts are Eddie Cantor, Kate Smith, Burns & Allen, Ripley, Phil Spitalny, Walter O'Keefe, Red Nichols, Lennie Hayton, Guy Lombardo and the Republican National Committee radio campaign.

"Twigger Speaking . . ."

Pittsburgh Listening!

When Norman Twigger went on the networks with the WCAE News Parade (INS) broadcasts of the flood, America listened, editors copied, and the networks asked for more and more.

The flood waters have receded . . . but not so Twigger's popularity.

News Parade, with its great loyal audience of Pittsburghers, now is available to a sponsor. Ask for details.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO

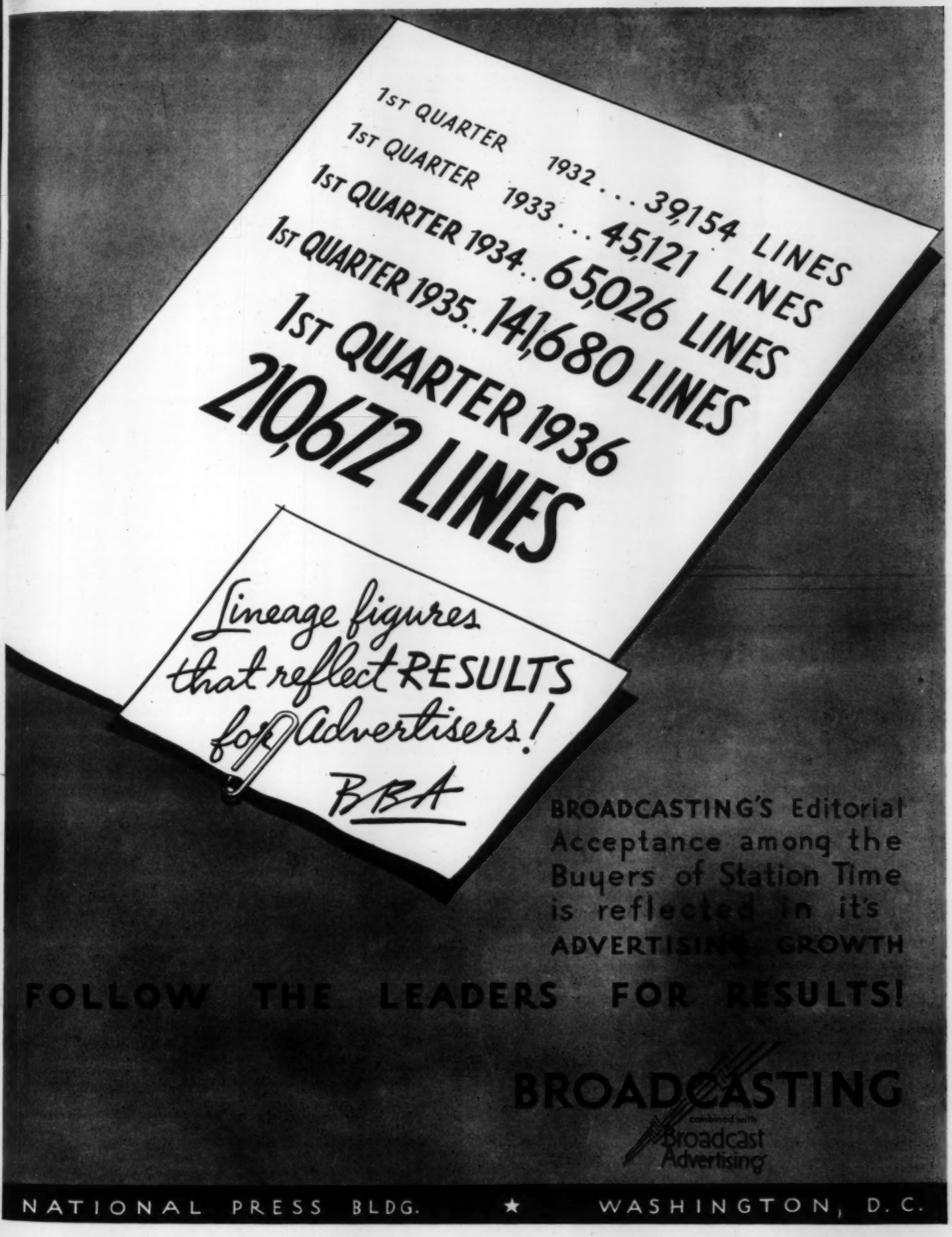
OVER
26,000
quarter-hour radio periods produced the last 12 months
by
LANGLOIS and WENTWORTH
INCORPORATED
Advertisers' Radio Service
420 MADISON AVENUE
NEW YORK

PRINCESS - WJBY

Kiddie Klub available for sponsorship. Broadcast from stage of Princess Theater Saturday mornings. Average attendence 400.

WJBY

Gadsden, Alabama


1ST QUARTER 1932 . . . 39,154 LINES
1ST QUARTER 1933 . . . 45,121 LINES
1ST QUARTER 1934 . . 65,026 LINES
1ST QUARTER 1935 . . 141,680 LINES
1ST QUARTER 1936
210,672 LINES
Lineage figures that reflect RESULTS for Advertisers!
BBA
BROADCASTING'S Editorial Acceptance among the Buyers of Station Time is reflected in it's ADVERTISING GROWTH
FOLLOW THE LEADERS FOR RESULTS!
BROADCASTING
combined with Broadcast Advertising
NATIONAL PRESS BLDG. ★ WASHINGTON, D. C.

Fate of Duffy Bill to Be Decided

(*Continued from page 26*)

their business operation that they give to the public? Well, I will tell you:

"You can tune in any night—that is not a question of my personal observation, but it is the observation, I am sure, of every single member of this committee—and you will be able to hear in your own parlor ways and means of keeping yourself from smelling bad, ways and means of regulating your bowels and the bowels of your family, ways and means of keeping your scalp from becoming scurvy, and recommendations that you eat fungus of some kind to keep yourself from having a pimply skin.

"I admit that you think I am crude and coarse and crass and vulgar because I have said that, but that is radio.

"Radio does not have in its own business operation, in that which it has created itself, one feature which will make it acceptable in your home or my home, one feature that lends a single degree of respectability except what is created by the men and women that you have heard down here opposing the bill. That is what makes radio acceptable and that alone."

Then Mr. Paine charged that NAB witnesses had dodged the issue of whether broadcasters paid too much for music. "Why?" he asked. "Because they know that they are not paying one single, solitary cent for the use of music. They know that. They are paying for a service."

Mr. Paine, however, had some of his remarks boomerang on him the following day. After concluding his prepared statement, James Francis Cook, president, Theodore Presser Co., Philadelphia music publishers, and editor of *Etude*, musical trade publication, appeared in opposition to the Duffy Bill. On penalties, he said that years of experience had shown that unless the copyright law has "adequate teeth we would be in a hopeless state." He was followed by Francis Gilbert, attorney for MPPA, who analyzed the pending legislation.

Why "Racket" Enters

REP. KARL STEFAN (R-Neb.), former news commentator of WJAG, Norfolk, Neb., appeared before the Committee March 27 to tell of the plight of the small independent station over music copyright. Declaring he had received many letters from owners and officials of independent stations, he said stations have received demands for payments of fees from a great number of organizations.

"It is my opinion," he declared, "that no station would object to a fair payment to the owners of copyrighted music, but what they do object to is the forcible methods used by these associations in forcing the payment of inequitable fees. That is why the word 'racket' has entered this hearing." He mentioned ASCAP and Warner Bros. as being the chief offenders. He told also of the American Society of Recording Artists and its demands for royalties for phonograph record performances.

"Some of the owners of these local stations whose operations can be stopped by one word from the FCC are beginning to feel that the ASCAP is almost as powerful as the FCC. Public opinion and favorable publicity are the golden eggs of those who rule highest in the ASCAP. They should fear for the life of the geese laying these golden eggs."

Harry P. Somerville, chairman of the legislative committee of the American Hotel Association, testified to the whole-hearted support of the Duffy Bill by his organization. He said there is conclusive evidence that the Duffy Bill was drafted by an unbiased interdepartmental committee. "There appears to be no evidence which would indicate who drafted the Daly and Sirovich bills. It would probably be of interest to the committee if the source of these two bills could be determined."

Mr. Somerville recounted how ASCAP had exacted from hotels royalties for performance of music by staff orchestras and picked up over radios. He said that today ASCAP is charging rates that are far in excess of a 100% increase over previous rates, "wherever they can get it." He broke down ASCAP testimony that the highest rate it received was $1,400 from the Waldorf-Astoria, producing a telegram showing it is paying $1,800, and that the Pennsylvania in New York pays $2,360, while the New Yorker pays $2,360.

The testimony of Mr. Somerville effectively refuted many of the statements made by ASCAP witnesses about the meagre charges collected from hotels. Committee reaction was favorable. In connection with his repeated references to statements of Chairman Sirovich, Mr. Somerville said in conclusion that he did not question the Congressman's sincerity in defending ASCAP, but that he did feel the source of his information "has been very unreliable."

With the resumption of hearings on March 31, phonograph record manufacturers had their inning, relying mainly upon the ASCAP attack upon the statutory 2-cent per side recording fee for records, in which ASCAP sought fee bargaining, and the proposed copyright protection of records contained in the Daly Bill. First witness was H. A. Huebner, representing both the Brunswick Record Corp. and the Columbia Phonograph Co. He asked for retention of the statutory license and explained at great length why he thought this should be.

Use of Records

ON COPYRIGHT protection of the phonograph record, Mr. Huebner said the primary reason for urging it is that at this time phonograph records are "suffering abuse" from small stations.

He said a limited or restricted amount of broadcasting, under proper conditions, might be beneficial for record manufacturers, "but when a station, day after day, 24 hours a day, some of them playing nothing but phonograph records, and not only neglecting to give credit to the manufacturer of the records, which is a very unfair form of competition, but, also by innuendo suggest that the artist himself is in the studio, 'Come on up, Hal Kemp; let us hear how you played so and so'—those practices are not only detrimental, but they are extremely injurious to our business. And unless we can obtain some form of protection against that, the phonograph record industry will be no more."

R. W. Utlshuler, president, American Record Corp., supported Mr. Huebner's testimony on both scores, as did Isabell Marks, representing Decca Records Inc., who asked that the statutory license be retained and that manufacturers be granted copyright in records. She also asserted that without granting to the record industry the right to copyright records, the electrical transcription business, from which the record companies at present obtain substantial revenue, would decrease. She explained that in the actual manufacturing process, transcription records cost from five to ten times as much as the average commercial record.

"If the legislators will permit broadcasting of records indiscriminately," she said, "the electrical transcription business will no doubt have to fall down. It will be found that advertisers and radio stations will have no use for electrical transcriptions if they

"Murder of Music?"

RADIO kills music, notably sheet music sales, says ASCAP and its cohort organizations. The American Rolling Mill Co., of Middletown, O., has information to disprove that. It announced April 8 that a New York publishing house had an average annual sale of only 30 copies of Fucik's *Entry of the Gladiators*. The Armco band took up the march as a theme melody for its Ironmaster program over the NBC-Blue network. Result: In 1935, sales jumped to the highest point on record when 6,000 copies were sold, mostly to high school bands.

Watts Really Go Places in the Great Falls Area!

1000 W. DAY 151 MILES 1000 W. NIGHT WATTS
2500 W. DAY 176 MILES 2500 W. DAY 1000 W.
219 MILES 2500 W. DAY
1000 W. NIGHT 2500 W. DAY
1000 W. NIGHT 57 MILES 2500 W. DAY NIGHT
DAY NIGHT

FAN mail proves that KFBB *watts* carried news, amusement and educational programs to 323 towns IN THE STATE OF MONTANA, during October, November and December, 1935.

Along with these programs, went the sales messages of local and national advertisers who are establishing their products and their services in this able-to-buy territory.

What we are doing for others — we will do for you.

2500 Watts Day **KFBB** 1000 Watts Night

GREAT FALLS • MONTANA

National Representatives:
JOSEPH HERSHY McGILLVRA
485 Madison Ave., New York; Palmolive Bldg., Chicago.
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles; 1358 Russ Bldg., San Francisco; 3326 Stuart Bldg., Seattle.

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

Hawaiian Island Radio Coverage does not cost—IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

can use commercial phonograph records, or else these phonograph records themselves would be placed in direct competition with the electrical transcriptions, so that the record industry would lose substantial benefits."

Another Parade

SOMETHING reminiscent of ASCAP's opening parade of top-notchers in the performing world developed April 1 when Fred Waring, Frank Crumit, Louis James, tenor, Arthur Bryant, composer, George Meyers, composer, Guy Lombardo, Morris J. Speiser, general counsel of the National Association of Recording Artists, appeared in support of the Daly Bill. They made particular reference to the phonograph record protection, particularly of protection of the artistic rendition of the performer, along the lines of the suit of Waring against WDAS, Philadelphia, won by the former in the lower courts, and now pending on appeal.

The remarks of most of these performers, who owe their present prosperity and popularity to radio, were surprising. They paralleled the statements of Rudy Vallee during the ASCAP appearances before the committee. The attack was against "unauthorized use" of phonograph records by stations, and in public amusement places, over wired radio, such as Muzak and Teleflash. They raised a rumpus over the decline in the sale of phonograph record sales. The testimony was all cumulative, and thus far, without any real legal basis. All of them opposed elimination of the $250 minimum infringement, and supported the Daly Bill.

Among other witnesses were John O'Connor, assistant to the president of National Association of Performing Artists; Samuel Tabak, representing local 802, New York City, American Federation of Musicians, and General Samuel T. Ansell, general counsel of the musicians federation. They likewise criticized "canned music" as threatening the security and livelihood of "live" musicians and music.

Exploitation of Talent

ALSO introduced in the record was a letter from Fritz Reiner, musical conductor, favoring the Daly Bill. Like many of the witnesses appearing under leadership of Fred Waring, he contended that the talents of performing artists "are being widely exploited for commercial purposes without authority." He mentioned particularly playing of phonograph records made for home entertainment over stations, in cafes, dance halls and restaurants.

The design provisions of the bill, totally foreign to music performing rights and the like, were covered by witnesses who appeared April 2. The State Department, through Dr. Wallace McClure, had recommended that these provisions be eliminated from the bill entirely and handled in separate legislation.

Thorvald Solberg, former register of copyrights, and recognized as the "grand old man" among copyright groups, advocated entry into the copyright union. He quoted Messrs. Buck and Mills as having both been strongly in favor of the treaty only two years ago. "These friends," he said, "are now in opposition. It is their privilege to change their mind; but I deprecate greatly their doing so. I very much regret the loss of their support." Moreover, he said the Authors' League for 15 years advocated entry into the union and now has withdrawn its support. He advocated enactment of the Duffy Bill, "amended, perfected, if you so determine, but submitted to the House of Representatives for its consideration and possible enactment."

Finally, Mr. Solberg said emphatically that if this session comes to an end without securing adherence to the copyright treaty "it will bring about a copyright catastrophe of such magnitude that it will require half a century of effort to overcome the evil resulting."

During the final days of the hearing there were scheduled to appear the American Federation of Labor, represented by M. J. Flynn, legislative representative, in opposition to labor provisions of the Duffy Bill covering printing of works abroad, and entry into the copyright union; the National Association of Book Publishers, on similar provisions: Rand-McNally Map Co., Motion Picture producers and exhibitors, and on the final day, Elisha Hanson, general counsel of the American Newspaper Publishers Association, along with ASCAP rebuttal witnesses.

Chevrolet Souvenirs

CHEVROLET MOTOR Co., on its Saturday night NBC-WEAF broadcasts, has been giving mimeograph copies of the program's continuity to studio guests as souvenirs. "Chevrolet is happy to have had you present in the studio to see as well as to hear, tonight's program" the opening lines on page 1 read. A list of the 61 stations is included. All musical and solo cues as well as commercial announcements are shown.

Sponsorship in Brazil

BRAZIL'S seven broadcast stations, most of which are privately operated, are steadily increasing their advertising revenues which now run around $83,000 a month, 70% of which is accounted for by stations in Rio de Janeiro and Sao Paulo, reports American Trade Commissioner Ives from Rio de Janeiro. The chief deterrent to more widespread use of radio time for advertising, he states in a report to the Department of Commerce, is the lack of anything approaching a national network and the restricted powers of most stations. Brazil's most powerful stations are the 10,000-watt PRF4 of the *Jornal de Brazil* and the 5,000-watt TRHS, Radio Ipanema, at Rio de Janeiro, and the 5 kw. PRA6 and PRG, *Radio Excelsior*, at Sao Paulo.

DOMINATING EAST TEXAS!

As an effective dealer aid in this lucrative market, KFRO gives you a widely distributed circulation with a potential audience of 226,000 listeners.

You can reach them with

KFRO

"Voice of Longview"
Longview, Texas

NEW OVERALLS, EH?— JUST A DURNED DUDE!

Pause, friend, and consider: Jefferson County (Louisville) alone accounts for 27.6% of all the retail trade in Kentucky! Less than 1% of the State in area, Jefferson County is the *key market* in this here Commonwealth. With Station WAVE you can absolutely *cover* this rich area, plus a lot more—and still not have to pay for covering great hunks of backwoods where the village dandy is the guy with new overalls! . . . Write for the facts about what WAVE can do—and for how little. N. B. C., of course.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Rich SPOTS for SPOT
NEWPORT NEWS
HAMPTON
PHOEBUS
NORFOLK
PORTSMOUTH
SUFFOLK
VIRGINIA
WGH
NEWPORT NEWS · NORFOLK
VIRGINIA
Affiliated with the Virginia Broadcasting System

free!
See Page 2

... NOR CAN YOU TELL YOUR STORY IN WESTERN MONTANA UNLESS YOU USE

KGIR

BUTTE, MONTANA

Representatives

JOSEPH McGILLVRA • WALTER BIDDICK CO.
NEW YORK-CHICAGO • PACIFIC COAST

AGENCIES AND REPRESENTATIVES

LORD & THOMAS, Los Angeles, has enlarged its radio staff under Jack Runyon to handle the California Chain Stores Association program, California's Hour, which started April 13 for 26 weeks on the CBS-Don Lee network, keyed from KHJ, Los Angeles. New personnel includes Don Bernard, formerly of KHJ; James Fonda, on loan from the KHJ sales department; Morley Drury, former football star; Carl Suizbacker, Los Angeles businessman; Lionel K. Bridge, formerly of the San Francisco office of John Blair & Co., who is handling publicity.

MORRIS-SCHENKER-ROTH is the new name of the former Morris, Windmuller & Enzinger Inc., Chicago agency. Phillip Morris is president and treasury; Ben W. Schenker and Sidney M. Ruth are vice presidents.

ALFRED E. SHEBEL, formerly with Carroll Dean Murphy Inc., Chicago agency, has been appointed to succeed Richard Morenus as radio executive of Morenus Adv. Agency Inc., Chicago. Mr. Shebel has had 14 years experience in the radio advertising field.

YOUNG & RUBICAM Inc., has moved its Chicago office to 333 N. Michigan Ave., the third time it has been necessary to enlarge space since the branch was established in 1931.

LOUIS A. WITTEN, vice president in charge of radio for Hanff-Metzger Inc., New York, was married March 19 to Miss Evelyn Denney of Cambridge, O.

PHILLIPS, LENNON & Co., New York agency, has changed its name to Edwin M. Phillips & Co.

MISS PEGGY HAANEL, of the continuity department of Blackett-Sample-Hummert Inc., has resigned to go into station work.

ROBERT L. NOURSE Jr., who resigned as Los Angeles manager of Ruthrauff & Ryan Inc., has formed his own agency, Robert L. Nourse Co., at 1031 South Broadway, Los Angeles. William E. Betts succeeds him as Ruthrauff & Ryan manager in Los Angeles.

VAN C. NEWKIRK Co. is the new name of the former Newkirk & Lawrence Adv. Agency, Hollywood. Offices are now located at 5225 Wilshire Blvd., Los Angeles. William Lawrence has left the firm to join KNX, Hollywood, as announcer and commentator.

PAUL O. DeFUR, formerly of Texas stations and active in Hollywood theatrical and agency circles, has been named assistant manager of the radio department of Steele Adv. Agency Inc., Houston.

HELEN ENNIS, copywriter for the San Francisco office of N. W. Ayer & Son Inc., who assists on the Golden State Co. (dairy products) account, left that city April 3 for a month's vacation which will take her to Chicago, New York and other eastern cities.

DON C. ROBBINS, San Francisco manager for the Walter Biddick Co., and Free & Sleininger Inc., station representatives, will be married in that city April 25 to Miss Freda Jean Graves of Los Angeles. Allan S. Johnson, advertising manager of Pauson & Co., San Francisco, is to be best man.

LUCIUS A. CROWELL, executive vice-president of Blackett-Sample-Hummert Inc., sailed from San Francisco April 4 on the *Santa Paula* for New York, en route to his home at Evanston, Ill., after a combined pleasure and business trip.

CARL EASTMAN, Pacific Coast manager of N. W. Ayer & Son Inc., has returned to his desk in San Francisco after making a 30-day Eastern survey. While East he conferred with Ayer executives in New York and Chicago on various national accounts.

LORD & THOMAS, New York, is opening a new branch at 300 Taylor St., Dayton, O.

JACK YOUNG, former vice president of Roy Alden & Associates Inc., Los Angeles, has become president and owner of the agency and not C. L. Young as incorrectly in BROADCASTING April 1.

Wylie Leaves Don Lee To Open His Own Agency

Mr. Wylie

C. ELLSWORTH (Dick) WYLIE, who resigned March 1 as general manager and sales manager of the Don Lee Broadcasting System, on April 1 opened his own advertising agency under the firm name of C. Ellsworth Wylie Co., with offices in the Beaux Arts Bldg., Los Angeles. Associated with him will be Ben Sweetland, who formerly operated an agency under his name in the East. Before joining Don Lee, Mr. Wylie was vice president of Emil Brisacher & Staff, a leading Pacific Coast agency handling many radio accounts. He also was formerly in the magazine publishing business.

Five Concerns Sponsor Pacific Woman's Series Now in Its Fifth Year

FIVE ADVERTISERS are now sponsoring the *Woman's Magazine of the Air* novel household program broadcast five afternoons weekly over the basic NBC-KPO Pacific Coast Red network of five stations. The feature, which has been on the air since May 23, 1928, has proven highly effective from the standpoint of return, both to the sponsors and to the network.

The broadcasts, originating in the NBC-KPO studio at Hale Bros., San Francisco department store, at 3 p. m. (PST), for one hour, include a variety of entertainment, and feature Bennie Walker as editor of the magazine; Ann Holden, authority on domestic science and home economics; Marjorie Gray, fashion and beauty authority; Josef Hornik's orchestra, and guest vocalists.

During the broadcasts from a model kitchen Miss Holden actually prepares the dishes as she announces the recipes and explains how the ingredients are to be mixed. Realistic effects are obtained by using the various mixing and kitchen appliances with which the kitchen is equipped. The kitchen auditorium has a seating capacity of several hundred. Merchandising promotion includes the use of window streamers, recipe books and newspaper tie-in advertising.

Magazine of the Air is sponsored by the following: George W. Caswell & Co. (coffee & tea); Pet Milk Sales Corp. (condensed milk); Gebhardt Chili Powder Co. (chili); Tillamook County Creamery Association (dairy products); and Haas Bros. (Trupak, canned food products).

Petry Group Meets

A GROUP of executives of Southern stations represented by Edward Petry & Co., station representatives, met with officials of the latter organization in New York March 30 for discussion of sales and representation matters. Participating were Martin Campbell, WFAA-WBAP; Harry Stone, WSM; Hugh A. L. Halff, WOAI; W. Lee Coulson, WHAS, and John M. Outler Jr., WSB. Present for the Petry organization were Mr. Petry, Henry I. Christal, New York manager, and Edward E. Voynow, Chicago manager.

CBS Limits Booking

UPON expiration of present contracts Columbia Artists Bureau Inc., CBS subsidiary, will discontinue booking and managing dance bands and orchestras to concentrate upon management of individual artists. The orchestral business was taken over April 2 by Music Corp. of America.

WADC, Akron, was authorized by the FCC April 7 to increase its daytime power to 5,000 watts.

"Folks From Neighborville"

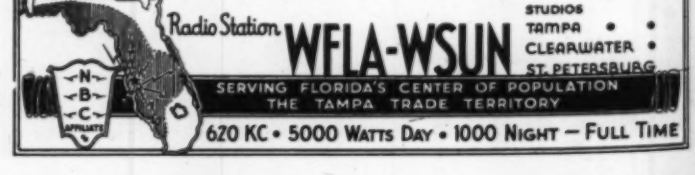
New popular Sunday afternoon *mail-pulling* program on KFAB, Omaha-Lincoln.

Available for sponsorship in fifteen-minute periods.

FREE AND SLEININGER, *National Representatives*

KFAB

Omaha-Lincoln


Radio Station WFLA-WSUN
STUDIOS
TAMPA • •
CLEARWATER •
ST. PETERSBURG
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME
N B C AFFILIATE

RADIO ADVERTISERS

DONALD D. KENYON has purchased the business of the Kondon Mfg. Co., Minneapolis, (Kondon's Nasal Jelly), founded almost half a century ago by the late T. N. Kenyon, the present owner's father.

ARCTURUS RADIO TUBE Co., Newark, has placed its account with Samuel C. Croot Co. Inc., New York.

CROFT BREWING Co., Boston, has placed its advertising with C. Brewer Smith Adv. Agency, Boston.

GOV. CLINTON HOTEL, New York, has named Kelly, Nason & Roosevelt Inc., New York, as its agency.

KRAFT-PHENIX CHEESE Corp., Chicago, has appointed Needham, Louis & Brorby Inc., Chicago, to handle advertising of its Magic Test eggs.

VADSCO SALES Inc., New York (cosmetics) has placed its Melba account with Benson & Dall Inc., Chicago.

C. F. BLANKE COFFEE & TEA Co., St. Louis, has placed its advertising with Ross-Gould Adv. Agency, St. Louis.

BUCKEYE BREWING Co., Toledo, is advertising through United States Adv. Corp., Toledo.

COMMERCIAL BREWING Co., Charleston, Mass., has placed its account with L. B. Hawes Adv. Agency, Boston.

FRITO Co., Dallas, has named Grant Adv. Agency, Dallas, to service its account.

INDEPENDENT GROCERS' ALLIANCE of America, South Bend, Ind., has named Midwest Adv. Agency, Rockford, Ill., to handle advertising.

KING MIDAS MILL Co., Minneapolis, has named Editorial Service Co. Inc. Milwaukee, to direct advertising.

SIREN MILLS Corp., Chicago, is advertising through C. Wendell Muench & Co. Chicago.

STICKNEY & POOR SPICE Co., Boston, has named Chas. W. Hoyt Co., New York, as its agency.

MARTIN W. TANNER has been appointed advertising manager of Sunny Service Oil Co., Detroit (gasoline stations), marketers of "Zip" gas throughout the metropolitan area. Mr. Tanner was formerly of the copy staff of Evans-Winter-Hebb, Detroit.

C. T. ELECTRIC Co., Jackson, Mich., has appointed C. E. Rickerd Adv. Agency, Detroit, to handle advertising for its Multiglo Room Heaters.

NATHAN (Dan) DANZIGER, advertising manager, Golden State Co. Ltd., San Francisco (dairy products), and vice-president of the San Francisco Advertising Club, has returned to his desk after an appendicitis operation.

Glame Adds WFIL

GLAME Co., Hoboken, N. J., (nail polish) on April 5 added WFIL, Philadelphia, to its program on WOR, Newark, making a two-station network. The program has been on WOR for some time, Sundays, 1-1:15 p. m., with Jack Berch as the talent. It continues on the same schedule and is signed for 50 weeks. Donahue & Co. Inc., New York, has the account.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

DO WOMEN KNIT? ASK MISS MARTIN!

Miss Martin

ONE MONTH of radio experience, although only two stations (WWVA, Wheeling and KRNT, Des Moines) were used, has been so satisfactory for Eleanor Martin (knitting equipment), Chicago, that she has now expanded to a list of 18 stations, distributed in 12 states. The contract is placed through Morenus Adv. Agency, Chicago.

On 15 of the stations daily announcements will be spotted, while on the original two stations the Martin broadcasts will be in 15-minute programs of hill billy music, and over KNX, Los Angeles and WLS, Chicago, the broadcasts will be made in connection with a weekly barn dance program.

Besides those named, stations to be used are WDAY, Portsmouth, O.; WBNS, Columbus; WJAY, Cleveland; KMMJ, Clay Center, Neb.; WOWO, Omaha, Neb.; KTSA, San Antonio; WSM, Nashville; KFRU, Columbia, Mo.; KFEQ, St. Joseph, Mo.; WHO, Des Moines; KMA, Shenandoah, Ia.; WIBW, Topeka, Kan.; KFBB, Great Falls, Mont.; and WNAX, Yankton, S. D.

Western Electric Claims Unprecedented Efficiency For Amplifying Circuit

EFFICIENCY as high as 60 to 65% now is a reality in the new high-efficiency circuit for radio frequency amplification, according to Western Electric Co., which claims the device, particularly suited to broadcast transmitters, greatly excells any previous achievement. The maximum efficiency in the past was 30 to 35%, it was stated, and the new circuit also is superior to those employing high-level modulation.

"This accomplishment is the result of applying to radio transmitters the Doherty high-efficiency circuit, which effects a large reduction in the power consumed", according to Western Electric. "The new form of amplifier operates at constant high efficiency, which does not vary with the percentage of modulation. Previous designs approached this performance only during momentary rises of the audio input, caused by extra loud portions of the program such as musical climaxes, but during the greater part of the time on the air while the program was carried along at normal volume, the efficiency was considerably below this maximum level.

"Other outstanding advantages of the Doherty high-efficiency circuit are simplification of circuits with the consequent use of smaller and fewer circuit elements, greater ease of adjustment and increased stability of adjustment; also reduction in plate dissipation, which minimizes the tube cooling requirements. The overall results of these improvements are savings in space for equipment, reduced initial outlaw for auxiliary equipment, economics in operation and maintenance and above all, a marked saving in power purchased."

Department Stores In New York Push Boy Items by Radio

Macy's and Hearns Get Lively Responses From Broadcasts

MACY'S and Hearns, big New York department stores, are using radio to promote the sale of boys items, Macy's now sponsoring the former *Red Star Clue Club* on WOR once weekly and Hearns using an hour Saturday mornings on WHN.

The *Red Star Clue Club* was formed last August as a sustainer, the store using other programs on WOR for the last five years. Boys are eligible to membership upon sending in the correct solution to one of the mystery episodes broadcast at the end of each program. As each child becomes a member of the club he is sent a membership certificate. Advancement in the club is based on submitting more correct solutions to the broadcasts. Five solutions qualify boys as detective sergeants, five more as lieutenants, five more as captains, ten more as deputy assistant commissioners, and in a full year they may become commissioners. The first 25 captains will visit New York police headquarters. Upon becoming a detective sergeant they receive a metal shield.

The program, a quarter-hour late Friday afternoons, after its initial broadcast as a sustainer, drew 39 letters from the juvenile audience, but after a long climb the same program is receiving letters at the rate of 5,000 a broadcast. Up to recently the program had been on a sustaining basis, but the staggering amount of fan mail the program was drawing prompted Macy's to sponsor the program for 13 weeks for a test period. At the present time the store is only promoting detective merchandise in the toy department with the program. Placards are displayed in the department. If the program continues to grow the store is expected to take more time and advertise all children's merchandise.

Hearns Plans Auditorium

FOR THE last three years Hearns has been broadcasting direct from the store's auditorium a children's amateur hour. Boys and girls up to the age of 16, take part in the broadcast and auditions are held at the store every Friday and Saturday afternoon. A total of 7,700 children applied for auditions last year. Interest has become so great that the store has discontinued using a display advertisement as a part of the tie-up with radio. Now only a three-line mention is placed at the end of Friday's advertisements.

Plans are under way to build a 1,200 seat auditorium in the store. The present one with a seating capacity of 500 has proven too small.

With the two auditions and the actual broadcast drawing thousands of children into the store the sale of boys' and girls' department store items is a natural result. The store also features merchandise mentioned in Saturday morning broadcasts.

Hearns is declared to be well satisfied with the returns from the program, not to mention good will, and has signed a contract running until October, 1937.

"Local Color" SELLS

★You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.

CASE HISTORY 16
Manufacturer establishes 2710 new customers after 41 spot announcements.

CASE HISTORY 21
National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.

CASE HISTORY 38
Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.

940 KC
WAAT
JERSEY CITY & SUBURBS

Broadcast Station

WMEX

Announces

The opening of

New Studios and

General Offices

in

WMEX Building

70 Brookline Ave.

Boston, Mass.

Telephone

COMmonwealth 3900

WMEX

The Spot for Spots

BOSTON

Searle Family Acquires KMMJ, Clay Center, Neb.

Mr. Searle

FAMILY interests headed by Don Searle, manager of the Capper station WIBW, Topeka, Kan., have purchased control of franchises in the Old Trusty chain store system in Nebraska, embracing 160 retail stores, in a deal involving also the acquisition of KMMJ, Clay Center, Neb., owned and operated by M. M. Johnson. Application for the transfer of ownership of KMMJ, a daytime station with 1,000 watts on 740 kc., for which 2,500 watts will be sought, has been filed with the FCC. The price paid for the station was said to be in excess of $50,000.

KMMJ until a few months ago was under purchase option to the *Omaha World-Herald* interests, which hold options of WAAW, Omaha, and KGBZ, York, Neb., but which dropped their options on KMMJ and WJAG, Norfolk. Mr. Searle stated he intends to remain with WIBW, but will retain Randy Ryan, formerly on the WIBW staff, as manager of KMMJ.

CARDINET CANDY Co., Oakland, Cal., through Tomaschke-Elliott Inc., Oakland agency, has placed its *Night Editor* transcription series on KSTP, WEBC and WTIC.

SERVICE???

1. **We do all your thinking and planning.**
2. **Every one of our electrically transcribed programs has a distinct merchandising plan.**
3. **We have made arrangements for you to purchase on a wholesale basis all giveaways used in connection with any of our programs.**
4. **Every program that you purchase from us is completely built and ready for delivery.**
5. **Our representatives are near you to help to properly service your account.**
6. **Our representatives will assist any advertising agency or radio station to plan a radio campaign and to secure the most results for the least expenditure.**

Wire or write if you want our representative to call.

IS THIS SERVICE???

R. U. McINTOSH AND ASSOCIATES, INC.

2614 W. 7TH ST. • LOS ANGELES, CALIF.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Reo Motor Co., Lansing, Mich.
S. C. Johnson & Son Inc., Racine, Wis. (auto wax)
Cardinet Candy Co. Inc., Oakland, Cal. (candy)
Bathasweet Corp., New York
Bauer & Black, Chicago (Velure hand lotion)
Ovelmo Co., Fort Wayne, Ind. (Ovelmo cream)
Mennen Co., Newark (shaving cream)
Foley & Co., Chicago (Foley's honey & tar syrup)
Kastor Cold Tablets Co., Chicago
Murine Co., Chicago (eye wash)
Pinex Co., Fort Wayne, Ind. (cough remedy)
Equitable Life Assurance Society, New York
Campbell Cereal Co., Northfield, Minn. (Sunfed flour)
Japan Crabmeat Assn., Tokyo, Japan
John P. Squire Co., E. Cambridge, Mass. (pork products)
National Tea Co., Chicago (chain grocers)
D. & M. Finance Co., Chicago (silverware)
Freedom Oil Works, Freedom, Pa. (gasoline & motor oil)
Tide Water Oil Corp., New York
Minneapolis-Honeywell Reg. Co., Minneapolis (regulators)
Devoe & Reynolds Co., New York (paints & varnish)
Midwest Radio Corp., Cincinnati
Musebeck Shoe Co., Danville, Ill.
Roberts, Johnson & Rand Co., St. Louis (women's shoes)
Eagle-Lewis Lye Co., Chicago
C. M. Kimball Co., Inc., Everett, Mass. (polishes)
American Airlines, Inc., Chicago
Braniff Airways, Inc., Oklahoma City
Theo. Hamm Brewing Co., St. Paul (beer)
Miller Brewing Co., Milwaukee (Miller's Hi-Life beer)

MARK L. GERSTLE, president of Associated Cinema Studios, Hollywood transcription laboratory, left for New York early this month. Tom Campbell, a director, left for Paris with two technicians, planning to demonstrate American methods on the continent and study European developments. Arthur Smith, formerly of Columbia Pictures, has joined Associated as a technician.

JACK KAPP, president of Decca Record Co., New York, was in Hollywood recently in connection with recording of coast radio and screen stars.

THE *Unsolved Mysteries* series of Texas Co. (Texaco), being placed on Southern stations, is being produced and recorded by American Radio Features, Los Angeles, and not Conquest Alliance Co. Inc., as announced in the April 1 issue of BROADCASTING. Conquest Alliance Co. is acting as representative, distributor and sales agent of American Radio Features, selling the series to Hanff-Metzger Inc., New York for its client, Texas Co.

UNIVERSAL
Velocity and Carbon Microphones

Universal's latest achievement—Ideal for stage use—Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2⅝ x 4⅝ in. x 1¼ in. thick—Weight, less than 13 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models BL, RP, RH and CB—List $22.50.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

C. F. WILLIAM BAMBERG, for three years radio director of Campbell-Sanford Adv. Agency, Cleveland, has resigned to become vice president of General Broadcasting Co., Cleveland transcription firm. Polly Deal, formerly publicity director of WHK, Cleveland, is production manager of the firm.

TED TURNER, formerly assistant general manager of the Freeman Lang Sound Studios, Hollywood, but recently representing several transcription studios, on April 1 joined the Walter Biddick Co., Los Angeles, in charge of transcription program sales.

TITAN PRODUCTIONS Inc., San Francisco, is cutting 52 more quarter-hour episodes of the *Sego Milky Way* (Bennie Walker and Edith M. Abbott in talks and recipes,) for Sego Milk Products Co. (condensed milk), to be placed through Botsford, Constantine & Gardner Inc., San Francisco. A new 52-episode quarter-hour serial of dramatized famous sport events, *Miracles of Sports*, written by Robert C. Edgren Jr., and featuring the author, is being recorded by Titan for the Max Graf Productions, San Francisco.

MAX GRAF, sales manager of Titan Productions Inc., San Francisco transcription concern, left that city April 15 on a tour of the Eastern states in the interest of his organization. He will be gone about six weeks and will make his headquarters in Chicago.

RCA Planning Magazine Showing Radio Progress

A NEW publication, *RCA Review, A Quarterly Journal of Radio Progress*, will be published starting July 1 by Radio Corporation of America. It will be a 120-page magazine, with a board of editors consisting of chief engineers and executives of RCA companies. The purpose is to bring together articles on radio, acoustical and allied subjects which show advances being made by RCA, the articles to be written by employes. Also, a new department, RCA Institutes Technical Press, has been organized to handle it. The department also will publish books and pamphlets on radio and kindred subjects. Subscription price for the new quarterly is $1.50 a year.

Chairman of the Board of editors is Charles J. Pannill, president of RCA Institutes and Radiomarine Corp. of America. Others on the board are Ralph R. Beal, RCA research supervisor; H. H. Beverage, RCAC chief research engineer; I. F. Byrnes, RCAM chief engineer; L. M. Clement, RCAM vice president in charge of research and engineering, Victor division; Dr. Alfred N. Goldsmith, chairman of the IRE board of editors; Harry G. Grover, RCA general patent attorney; O. B. Hanson, NBC chief engineer; Dr. Charles B. Jolliffe, engineer-in-charge RCA frequency bureau; Frank E. Mullen, manager, RCA department of information; Dr. C. H. Taylor, RCAC vice president in charge of engineering; Arthur Van Dyck, engineer, RCA license laboratories; J. C. Warner, RCAM vice president, radiotron division. W. S. Fitzpatrick, RCA Institutes, is secretary.

AN EMPIRE OF OUR OWN
50,000 people
CAN HEAR NO OTHER
RADIO STATION DAYTIMES
BUT
MISSOULA 1000 Watts **KGVO** MONTANA 1260 Kc.

STUDIO NOTES

KIEM, Eureka, Cal., on 1450 kc. with studios and executive offices in the Vance Hotel, that city, formally dedicated its new 500-watt Western Electric transmitter and new Blaw-Knox vertical radiator together with kindred high fidelity equipment on March 20, with a gala program, which started at 7:30 p. m. and continued through to 2 a. m. Outstanding civic, state and radio personalities participated. Station is operated by the Redwood Broadcasting Co., with H. H. Hanseth, president; Clifton Johnsen, vice president and W. B. Smullin, secretary-treasurer.

A NEW program at WFBL, Syracuse, originated by Robert Soule, consists of a Sunday quarter-hour of *General Knowledge Tests.* High schools are invited to participate, each school sending a team of five members to the studio for the broadcast. Answers are written down and then checked; listening audience is invited to do the same. A prize is to be awarded the winner during the period of six programs. Each week one question is given and listeners are asked to send in answer. The correct one is read the following week.

BESIDES using two voices for its Tide Water Oil Co. news programs, WHEC, Rochester, ends the programs with a two-minute comment on the news by an average citizen, who incidentally gets a remembrance from Tydol.

HARRY W. FLANNERY, news commentator on KMOX, St. Louis, for American Packing Co., and the St. Louis Medical Society, are cooperating in a movement to abate the smoke nuisance in St. Louis. Armed with facts showing that St. Louis has 20 times as much smoke as New York City, much more than Chicago and even more than Pittsburgh, and backed with the data St. Louis physicians have obtained on the effect of smoke on health, Flannery asked listeners to write to him on the subject of smoke. Already, coal associations, hotels, engineers, business concerns, and many others have written to say they're in harmony with the campaign and it appears that the movement is becoming sufficiently concentrated for the introduction and passage of a city ordinance to set a low limit on the smoke emitted by factory and other chimneys.

WOOD-WASH, Grand Rapids, broadcasts a shortwave traffic bulletin to all squad cars and police stations, giving the number of traffic arrests during the day, the number of accidents, and warnings to prevent accidents. Impression is created that listeners are hearing a broadcast directed at the police force by the police chief, but the purpose is to dramatize traffic conditions.

WHEN fire broke out in a local store, the staff of WBAL, Baltimore, beat the firemen to the scene. Under the direction of Jerry Cooke, chief engineer, a two-way line was dropped from atop the Lexington building to the control room 14 floors beneath with John Wilbourn giving a description as firemen placed the first ladder.

WHIO, Dayton, is broadcasting daily from offices in the Montgomery County courthouse. Prosecutor's office, county commissioners, jail, trial chambers and other departments serve as studios for the series of remotes.

Hawaiian Island Radio Coverage does not cost—IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

Supreme Court Opinion

(*Continued from page 22*)

lan F. Stone, who delivered the opinion "it is unnecessary to decide".

"It is enough," he concluded, "that the present is not such a tax, but is levied on gross receipts from appellant's entire operations, which include interstate commerce. As it does not appear that any of the taxed income is allocable to intrastate commerce, the tax as a whole must fall * * * and the judgment of the state court must be reversed and the case remanded for further proceedings not inconsistent with this opinion."

The question arises, because of this language, as to what would happen in the case of small stations in large states, the audible signals of which are not capable of reception outside the state. This point, in the opinion of legal observers, remains for adjudication. There is directly involved in such cases the question whether the station operates in interstate commerce insofar as its revenues are concerned, although it is well-recognized that the interference range of the station or its carrier waves carry over state boundaries irrespective of the size of the state.

The highest court broke down completely the argument of Washington state that stations simply "leased" their facilities to advertisers. "We see no more basis," said the court "for saying that the appellant's customers do the broadcasting than for saying that a patron of a railroad or a telephone company alone conducts the commerce involved in his railroad journey or telephone conversation."

By its very nature, the court continued, "broadcasting transcends state lines and is national in its scope and importance—characteristics which bring it within the purpose and protection, and subject it to the control, of the commerce clause."

State Radio Taxes

A CURSORY study of state laws discloses that 28 states have sales or gross income tax statutes. Many of them, however, are so general that it is difficult to determine whether they apply to broadcasting stations. The states are Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Idaho, Illinois, Indiana, Iowa, Louisiana, Maryland, Michigan, Mississippi, Missouri, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, South Dakota, Utah, Virginia, Washington, West Virginia and Wyoming.

Arizona has a tax on receipts from advertising. In Florida there are license taxes on broadcasting stations and radio dealers. In Massachusetts radio is exempt from taxation. In Mississippi there is a radio dealer's privilege tax. In New Mexico there is a 2% tax on gross receipts from amusements specifically including broadcasting stations. In Oklahoma there is a sales tax on "radiocasting". In Tennessee there is a privilege tax on broadcasting stations graduated on a power basis. In West Virginia there is a 2% sales tax on broadcasting revenues.

POST-HOLE SPOTS
Los Angeles Ad Club Learns Of Sponsors' Reactions

"A PROGRAM that could never be broadcast" was the entertainment for the Los Angeles Advertising Club on its last meeting in March. Naylor Rogers, KNX manager, acted as chairman, Carl Nissen, commercial manager, as official host, Leonard Cox, program director, produced the program and Gary Breckner, of the announcing staff was master of ceremonies.

In hilarious manner the hour program dramatized the familiar story of the sponsor, his critical wife, the anxious salesman and others in the audition chamber as they heard the sample programs concocted for Mr. Dingelfuss and his post-hole digger company.

At the conclusion of the fast-moving array of talent, Mr. Dinglefuss sadly shook his head, averred that none of it would do, reached into his portfolio and closed the audition by saying he would take a transcription and two spot announcements a day.

Weibert Trial in May

BAYARD E. WEIBERT, promoter of the International Transigram and Transcontinental Broadcasting Corp., Los Angeles, defunct transcription companies, pleaded not guilty late in March to 18 counts of grand theft and violation of the California Corporate Securities Act. Trial was set for May 4 before Superior Judge Joseph Vickers.

WJAY
CLEVELAND
610 Kilocycles

JOIN THE PARADE!

What parade? Well, Station WJAY and its staff, escorted by its 70-odd devoted advertisers, will soon move to slick brand-new quarters in Carnegie Hall, music and art center for the town. Twice as much space as we've had, but honestly, we need it, because for well nigh a year we've felt like Oliver Hardy in Stan Laurel's pants.

Yessir, we're getting set, but lend us your shell-like ear while we tell you that we couldn't improve the product so we're dolling up the package — in this case, the studios.

WJAY *gets you more inquiries at lower cost* than any other stations in Ohio. Oh, well, northern Ohio, then! Proofs if you want them. Just write, wire or phone.

Edythe Fern Melrose
Manager

Nat. Rep. Aerial Publicizing, Inc.
30 Rockefeller Plaza, New York

Be Sure to Place
NEBRASKA
at the TOP of your
Spot Radio Schedules

NEBRASKA RADIO STATIONS OFFER:

1. Huge radio-minded audience
   Nation's biggest-income farm homes
   Prosperous town-and-city homes
2. Phenomenally good results
   Mail-order returns
   Opening up new dealer distribution
3. Partial or complete state coverage
4. Unusually LOW COST

WRITE for complete market data and rates. We shall be glad to supply ample proof of remarkably heavy pulling power of these stations. Send your inquiry to the association office, or to any individual station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr. — KOIL Omaha, Nebr., and Co. Bluffs, Ia. — KFAB Omaha, Nebr., and Lincoln, Nebr.
KFOR Lincoln, Nebr. — KGBZ York, Nebr. — KGFW Kearney, Nebr.
WJAG Norfolk, Nebr. — KMMJ Clay Center, Nebr. — KGNF North Platte, Nebr.

WIBX
MERCHANDISING
SERVICE

A PLUS to Advertisers is—
The WIBX merchandising department cooperation in arranging window and counter displays . . . letters to the trade . . . checking sales . . . letters to jobbers . . . contact merchants and jobbers . . . and other advertising helps.
There is no charge for this service, except for materials used.

108,000 ★ Radio Families

WIBX
The Voice of the Mohawk Valley

CBS AFFILIATE
UTICA, N. Y.

Uncle Sam on the Air

(Continued from page 9)

April 9 on WNEW, New York, which is offering a weekly WPA Federal Theatre program. Highlights of Federal Theatre activities and dramatizations of current productions are broadcast.

Department of Agriculture

EASILY the No. 2 government broadcaster after President Roosevelt (who as President commands time on the air practically whenever he speaks, politically or otherwise) is Morse Salisbury, Chief of Radio Service, Department of Agriculture. His perpetual-motion, you-and-me delivery six times a week is heard by millions who would rather go without lunch than miss the varied attractions of the remarkable pioneering NBC *Farm and Home Hour*, on a 50-station WJZ network.

The Department has been in the radio business ever since October 1928, when Frank Mullen, then NBC farm director, conceived and started the program. It supplements the network series by scripts sent to stations in all 48 states.

On the *Farm and Home Hour* the Department regards itself as a sort of contributor of talent. The program consists of music and variety keyed from Chicago, shifts to Washington for news comments delivered by Hilmar Baukhage of the *United States News*, and then is taken over for 15 minutes to a half-hour, as a rule, by the Department. Special events are included in the routine, such as the forest-ranger dramas on Fridays, the Post Office talks on Thursdays and farm organization programs on Saturdays.

A similar program, although only a half-hour in length, is the *Western Farm and Home Hour* broadcast on NBC Pacific and Intermountain blue stations. On Fridays the Western segment of stations joins the main *Farm and Home* group for a half-hour of conservation programming staged by the Bureau of Biological Survey, a branch of the Department of Agriculture.

Mr. Salisbury acts as master-of-ceremonies, weather diagnostician and introducer of speakers on the program. He ad libs all his material in an easy-going style that has won him a wide following. Specialists on cows, blueberries, spinach, preserving, weather, cotton, livestock and other topics close to the farmer and his family are brought to the microphone.

A frequent guest is the Secretary of Agriculture, Henry A. Wallace, with other high officials of this widespread department often addressing their constituents. In these talks there occasionally is a definite New Deal slant that has been classed by the Republicans as propaganda.

In the early days of the New Deal a good deal of high-pressure oratory was directed at the *Farm and Home* audience as officials discussed the merits of crop-curtailing programs and explained how the practice of continence by pigs would boost the farmer's income.

The Department's use of spot broadcasting—free time, of course—embraces 300 stations. Daily scripts, running up to seven minutes, are distributed. Where there are state extension officials cooperating the scripts are sent to them instead of the stations. The state specialists supplement the continuities with localized angles and the Department places station relations in their hands. County agents read the scripts in many cases.

Occasional questionnaires are sent to stations to determine if they wish to continue receiving the scripts but no effort is made by the Department to check up on stations.

A generous consumer of station time has been the Resettlement Administration, under Rexford Guy Tugwell, which has just concluded a quarter-hour RCA transcription campaign embracing 473 stations. The drive was designed to install the Resettlement message in the public mind. Discs were rotated among stations to keep down the cost.

Several years ago the Department's Food and Drug Administration broadcast two series dealing with the merits of packaged food and drugs. The series were titled *Read the Label* and *The Veteran Inspector*. They were designed to give consumers information by which they could judge the quality of packaged products.

The Treasury

DISTINCTLY of the "free-time" variety is the radio promotion of the U. S. Treasury Department. Last spring Secretary Henry Morgenthau sent some announcements to all stations with this request: "The Treasury appreciates your cooperation on other similar occasions and will be grateful if you will broadcast the following announcement at convenient times up to and including Wednesday, March 27."

The announcements told listeners how to go about exchanging their Fourth Liberty Loan bonds for new securities bearing a much lower rate of interest.

Encouraged by the success of this nationwide generosity by broadcasters, the Treasury decided to go in for broadcasting in a big-time way to promote the sale of small-denomination bonds. In early summer it distributed a series of quarter-hour transcriptions. Women Congressmen, Treasury officials and the Navy and Marine bands were the talent. Mrs. Roosevelt started the series over a combined network.

Transcriptions were fed to stations through local postmasters at the rate of about one a week. As far as could be learned there were no rejections by stations.

During its bond campaign the Treasury used printed media, *paying* for most of the space. The Treasury right now is completing plans for a transcription series.

James William Bryan, director of advertising, Savings Bond Division, is in charge of Treasury radio activity.

Federal Housing

FOR concentrated promotion in large and frequent doses, the Federal Housing Administration, less than two years of age, has put to shame some of its veteran competitors for free radio time among the government agencies. It was Aug. 15, 1934, that the then Fed-

FIRST COME
FIRST SERVED

KFPY

of Spokane, Washington, Offers

Hill-Billy Hi-Jinks

10-11 P. M. Thursday Nights

The Northwest's Own Olde Tyme Radio Party — with Cast of 25

Capacity audiences of 400 every week in KFPY's Golden Concert Studio, since its inception. (Admission by card.)

A great program for direct merchandising of Foods, Beverages, Cosmetics, etc., and one that will ring the cash registers of your dealers throughout the Inland Empire. Arrange now for sponsorship. Write or wire—

KFPY REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

eral Housing Administrator, James A. Moffett, of Standard Oil fame, set out to sell the housing idea to the public just as he would sell oil or cosmetics or any other Standard product. In a radio address on the NBC-WEAF radio form conducted by the *Washington Star*, Mr. Moffett started the ball rolling.

Both momentum and size developed as the program got under way and within a few months nearly 600 stations were cheerfully placing their time and facilities at the disposal of the FHA, which had assigned its radio activity to George T. Van der Hoef, Chief of its Radio Section.

Sponsors interested directly, indirectly or not at all in the housing subject were persuaded to insert FHA promotion in their network programs. Local stations had their building, loan and service sponsors provide free FHA announcements. General Electric Co. donated 26 Sunday programs on a nationwide NBC network. Straight commercials were written and distributed by FHA, soon developing into a thriving spot announcement script service. Among network features is the *Master Builder* program on an NBC-WJZ network.

Emulating the Treasury, FHA recorded a series of 15-minute transcription programs with U. S. service bands providing musical interludes for talks on housing. The discs were sent to stations on a rotating basis.

Post Office Department

THE Post Office Department has had its inning for some years on the NBC *Farm and Home Hour*, being assigned a five-minute niche every Thursday. Department officials handle the broadcasts, the custom being for them to read a five-minute script describing some branch of postal activity, with maybe a few mild plugs on the elegance of the service or some gentle prods at listeners to mail early and oftener. Occasionally the Postmaster General appears for the five minutes.

Along about Christmas time the Department suggests to local postmasters that they get their local stations to slip in announcements (sustaining) about getting parcels in the mails in plenty of time to avoid the last-minute crush.

John A. Brennan, Director of Parcel Post, is in charge of radio activity for the Department.

Children's Bureau

STRICTLY for the enlightenment of mothers is the *Your Child* series of the Children's Bureau, Department of Labor, broadcast Tuesdays, 11:30-11:45 a. m., on an NBC-WEAF network. It is an information program and no frills are used to dramatize it or sugarcoat the facts presented.

Dr. Ella Oppenheimer, specialist in maternal and child health, usually delivers the Bureau's talk, with Mrs. Elizabeth Shirley Enochs, special writer, frequently taking the microphone. The discussions consist of information on child health and upbringing, with no medical advice included. Occasionally social aspects of child welfare movements are reviewed.

The program has been on the air nearly eight years. Some years ago the Bureau broadcast a CBS *Woman's Hour* series. Prior to that the Bureau was on the air at a time when talks were delivered into a Bureau telephone, this being in the early days of broadcasting, of course. Officials at the Bureau recall an occasion when the talk was made at a pay telephone, with an assistant dropping nickels into the phone when necessary.

No propaganda is introduced into its broadcasts, Bureau officials insist, the material being designed solely to help mothers raise their children. No one person is in charge of Bureau radio activities, Dr. Oppenheimer and Mrs. Enochs assuming most of the responsibility for the preparation and delivery of continuities.

Department of Commerce

THE Department of Commerce is quite pleased with the quantity and quality of fan mail received on its major radio appearance, a recently concluded 15-week series on a CBS network, Mondays 4-4:30 p. m., titled *Commercial Comment*. Determined not to load an afternoon audience with dull accumulations of figures on how much tung oil was imported from China last year, or how many tons of scrap iron were exported to Japan, the Department combined music by U. S. service bands with ten-minute miscellaneous information done up in attractive style and five-minute talks on current news of business and commerce.

Edward Gibbons, of the Division of Public Information, was in charge of the programs for the Department. The 67-station network provided an extensive audience which sent as many as several hundred requests a week for copies of the radio talks. Lighthouse, Fisheries, Standards and other branches of the Department contributed to the program. Effort was made by the Department to keep the series free of political propaganda.

From Life

"Washington says to clear both the Red and Blue networks for 9:15—the President has a confidential message to deliver to Congress."

But It Was True

AFTER giving a true and faithful account of how thousands of persons waded into Boyne River, Northern Michigan, to scoop up smelts with buckets and baskets, Duncan Moore and John Eccles, WJR announcers, received Liar's Licenses from a listener in Winston Salem, N. C. Right after the broadcast Eccles inadvertently dropped an eight-ball microphone into the stream and spent a wet quarter-hour hunting for it.

A recent return to network broadcasting was made by the National Park Service of the Interior Department. The Service on Feb. 15 started *Treasure Trails* on an NBC-WJZ network, Saturdays, 5:30-5:45 p. m. The series began Feb. 15, skipped Feb. 22 and is scheduled for 13 weeks in all.

Dramatic presentation is used to lure the public to National Parks. Paid talent is employed on the unpaid time, including Lansing Hatfield and Helen Ault, vocalists. Isabelle F. Story, editor-in-chief of the Service, is in charge of its radio activity. In other years the Service was on the air with historical programs but this year the series gives the public colorful information about national parks. As usual, the program is a spring feature, designed to plant a wanderlust among potential tourists as the travel season gets under way.

WIBA, Madison, Wis., on April 7 was authorized by the FCC to increase its daytime power to 5,000 watts.

LET THESE 3 GO TO MARKET FOR YOU!

3 STATIONS
3 MARKETS
ONE LOW RATE!

These three stations go to market every day for numerous advertisers —and those who have used the "Missouri Triangle" know that their messages, going into these markets, bring home the bacon.

A test program will prove profitable to you.

FOR RATES AND COVERAGE DATA WRITE TO ANY STATION BELOW

KWTO-KGBX • KWKC • WTMV
SPRINGFIELD, MO. • KANSAS CITY, MO. • E.ST.LOUIS, ILL.

ENCORE! BENNY GOODMAN
—you and your orchestra would be pleased with the applause your music wins from the more than 150,000 Carolina homes served by WPTF.
Let us send you Folder and other data about WPTF.
Represented Nationally by F. J. & F.

WPTF Raleigh, N. C.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Eleanor Martin, Chicago (yarn), 6 weekly *sa*, thru Morenus Adv. Agency, Chicago.
Feature Foods Inc., Chicago (food products), 78 *sp*, thru Mitchell-Faust Adv. Agency, Chicago.
Ford Dealers of Chicago, 6 daily *sa*, thru McCann-Erickson Inc., Chicago.
Chappel Bros. Inc., Rockford, Ill. (Ken-L-Ration dog food), daily *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Country Life Insurance Co., Chicago, 30 *sa*, thru Critchfield & Co., Chicago.
Altorfer Bros. Co., Peoria, Ill. (ABC appliances-washers), 39 *sp*, thru Lamport, Fox & Co., South Bend, Ind.
Harry Alter Co., Chicago (Grunow Elec. Refrigerators), 78 *sa*, direct.
American Potash Institute Inc., Lafayette, Ind., 24 *sa*, direct.
American Gas Machine Co., Albert Lea, Minn. (kerosene stoves), 18 *sa*, thru Greve Adv. Agency, St. Paul.
Gardner Nursery Co., Osage, Ia. (plants), 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Gillette Rubber Co., Eau Claire, Wis. (Gillette tires), 13 *sp*, thru Cramer-Krasselt Co., Milwaukee.
Hoover Liniment Co., Carlisle, Ind. (Dr. Cox's liniment), 60 *a*, thru Wade Adv. Agency, Chicago.
Illinois Bell Telephone Co., Chicago, 10 *sa*, direct.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 13 *sp*, thru Wade Adv. Agency, Chicago.
Reliance Mfg. Co., Chicago (Big Yank work shirts), 13 *sp*. thru Mitchell-Faust Adv. Co., Chicago.
United Drug Co., New York (Rexall, Puretest), 10 *t*, thru Street & Finney Inc., N. Y.
McKesson & Robbins, Inc., Chicago (Pursang), 52 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KGO, San Francisco

Golden State Co. Ltd., San Francisco, (dairy products), 4 weekly *sp*, thru N. W. Ayer & Son Inc., San Francisco.
Gruen Watch Co., Cincinnati (watches), 7 weekly *sa*, thru De Garmo Corp., N. Y.
Thompkins & Eckart, San Francisco Malvitose-beverages), 18 *sa*, thru Sidney Garfinkel Adv. Agency, San Francisco.
Albert S. Samuels Co., San Francisco (jewelry), 2 weekly *sp*, thru Will Russell & Co., San Francisco.

WNAC, Boston

Edgar P. Lewis & Sons Inc., Malden, Mass. (Viva candy), 4 *sp*, thru Louis Glaser Inc., Boston.
Clear-Again Inc., Chicago (cold remedy), 15 *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.

WENR, Chicago

Guarantee Mutual Life Insurance Co., Chicago (insurance), 10 *sa*, direct.
Newart Clothing Co., Chicago (wearing apparel), 4 daily *sa*, thru Malcolm-Howard Adv. Agency, Chicago.

WEAN, Providence

Edgar P. Lewis & Sons Inc., Malden, Mass. (Viva candy), 4 *sp*, thru Louis Glaser Inc., Boston.

WHK, Cleveland

Curtiss Wright Institute of Aeronautics, Los Angeles (aeronautic course, 3 weekly *ta*, thru R. H. Alber Co., Los Angeles.
Fred Fear & Co., Brooklyn (egg dye), 3 weekly *sa*, thru Menkin Adv. Inc., N. Y.
Royalist Cigars, Philadelphia, 3 weekly *sa*, thru Al Paul Lefton Co. Inc., Philadelphia.
ITS Co., Elyria, O. (rubber heels), 6 weekly *sa*, thru Carr Liggett Inc., Cleveland.
Hemphill Diesel Schools, Los Angeles, 4 *t*, thru R. H. Alber Co., Los Angeles.
Nash Motors Co., Cleveland (autos), 17 *sa*, thru J. Walter Thompson Co., Chicago.
Lever Bros. Co., Cambridge, Mass. (Spry), 300 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WBZ-WBZA, Boston-Springfield

American Washing Machine Mfrs. Assn., Cleveland, 2 weekly *t*, thru Meldrum & Fewsmith Inc., Cleveland.
American Pop Corn Co., Sioux City, Ia., weekly *sp*, thru Coolidge Adv. Co., Des Moines.
John Morrell & Co., Ottumwa, Ia. (Prido), 3 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Good Luck Food Co. Inc., Rochester (dessert), 2 weekly *sp*, thru Hughes, Wolfe & Co. Inc., Rochester.
General Electric Co., Boston (laundry equip.), 2 weekly *t*, thru Maxon Inc., Detroit.

WOR, Newark

Sonotone Corp., New York (earphones for deaf), 3 weekly *sp*, thru Topping & Lloyd Inc., N. Y.
American Gas Machine Co., Albert Lea, Minn. (Kitchen Kook stoves), 3 weekly *t*, thru Greve Adv. Agency, St. Paul.
Johnson Educator Food Co., Cambridge, Mass. (Crax), 6 weekly *sp*, thru John W. Queen, Boston.
Tide Water Oil Co., New York (Tydol, Veedol), 3 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.
La Choy Food Products Inc., Detroit (chop suey), 3 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Standard Brands Inc., New York (Royal desserts), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.

KFEQ, St. Joseph, Mo.

Goetz Brewing Co., St. Joseph, 2 weekly *t*, thru Potts-Turnbull Co., Kansas City.
Barnsdall Refineries Inc., Tulsa, 6 weekly *sp*, thru Cooperative Adv. Co., Tulsa.
Carter Medicine Co., New York (liver pills), 3 weekly *t*, thru Street & Finney Inc., N. Y.
American Gas Machine Co., Albert Lea, Minn. (Kitchen-Kook stoves), 2 weekly *t*, thru Greve Adv. Agency, Minneapolis.
Dr. Salsbury's Laboratories, Charles City, Ia. (poultry remedies), 4 weekly *ta*, thru N. A. Winter Adv. Agency, Des Moines.
Willard Tablet Co., Chicago (proprietary), 3 weekly *t*, thru First United Broadcasters Inc., Chicago.

KSFO, San Francisco

Seasonettes Inc., Santa Barbara, Cal. (spices), 12 weekly *sa*, thru Irving Fogel Adv. Agency, Los Angeles.
Gardner Nursery Co., Osage, Ia., (seeds & bulbs), 6 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Murine Co., Chicago (eye wash), 3 weekly *sp*, thru Neisser-Meyerhoff Inc., Chicago.
Gilmore Oil Co., Los Angeles (gasoline & oil), weekly *sp*, thru Botsford, Constantine & Gardner, Los Angeles.

KYA, San Francisco

General Mills Inc., Minneapolis (Wheaties), 5 weekly *sp*, thru Westco Adv. Agency, San Francisco.
Crazy Water Crystals Co., San Francisco, (mineral water), 5 weekly *sa*, thru Vandevort Adv. Co., San Francisco.

WMAQ, Chicago

Bulova Watch Co., New York, 5 daily *sa*, thru Biow Co. Inc., N. Y.
Newart Clothing Co., Chicago (wearing apparel), daily *sa*, thru Malcolm-Howard Adv. Agency, Chicago.

WEAF, New York

Borden Co., New York (Mel-O-Rol ice cream), weekly *sp*, thru Pedlar & Ryan Inc., N. Y.
P. Lorillard Co., New York (Old Golds, Briggs, Muriel), weekly *sp*, thru Lennen & Mitchell Inc., N. Y.

BASKETBALL SPONSORED — Denver Chevrolet dealers bought the national AAU basketball championship tournament in that city recently. Here is the KFEL-KVOD crew in action at the championship games. Left to right are Mark Crandall, Frank Bishop, Paden Veatch, Joe Myers, Maurie Peck, in the midst of a broadcast.

WHEC, Rochester

Tide Water Oil Co., New York (Tydol, Veedol), 12 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.
Sun Oil Co., New York (Sunoco), 6 weekly *sp*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Utica Mutual Insurance Co., Utica, weekly *sa*, thru Deverent & Smith Inc., Utica.
Standard Oil Co. of N. Y., New York Socony), 5 weekly *sp*, thru J. Stirling Getchell Inc., N. Y.
General Mills Inc., Minneapolis, 140 *sp*, thru Blackett-Sample-Hummert Inc., Chicago.
Connecticut Mutual Insurance Co., Rochester, 5 weekly *t*, direct.
Greyhound Management, Cleveland (bus line), 3 weekly *sa*, thru Beaumont & Hohman Inc., Cleveland.

WGN, Chicago

Webster-Eisenlohr Inc., New York (Tom Moore cigars), 26 *t*, thru N. W. Ayer & Son Inc., Chicago.
A. S. Boyle Co., Cincinnati (Samoline), 39 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Climax Cleaner Mfg. Co., Cleveland (wallpaper cleaner), 12 *sa*, thru Krichbaum Co., Cleveland.
SSS Co., Atlanta (proprietary), weekly *t*, thru Johnson-Dallis Co., Atlanta.
Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 gasoline and oils), 4 *sp*, thru Lambert & Feasley Inc., N. Y.
MacFadden Publications Inc., New York, 52 *sp* (tiein), thru Ruthrauff & Ryan Inc., Chicago.
E. I. Du Pont de Nemours & Co., Wilmington, Del., 16 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WGY, Schenectady

Standard Oil Co. of N. J., New York (Esso), 24 weekly *sp*, thru Marschalk & Pratt Inc., N. Y.
Walker Remedy Co., Waterloo, Ia. (poultry remedy), 26 *sa*, thru Weston-Barnett Inc., Waterloo.
McKesson & Robbins Inc., Bridgeport, Conn., 22 *sa*.
Richfield Oil Corp. of New York (oil, gas), 52 *t*, thru Fletcher & Ellis Inc., N. Y.

KMOX, St. Louis

Goetz Brewing Co., St. Joseph, Mo. (beer), 26 *t*, thru Potts-Turnbull Co. Inc., Kansas City.
Northrup, King & Co., Minneapolis (seeds), 364 *sa*, thru Olmsted-Hewitt Inc., Minneapolis.
General Electric Co., Bridgeport, Conn. (laundry equipment), 14 *t*, thru Maxon Inc., Detroit.
Kroger Grocery & Baking Co., Cincinnati, 104 *t*, thru Ralph H. Jones Co., Cincinnati.
Lever Bros. Co., Cambridge, Mass. (Spry), 364 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WOOD-WASH, Grand Rapids

Reid, Murdoch & Co., Chicago (Monarch food), 6 weekly *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Bernard Schwartz Cigar Corp., Detroit (R. G. Dun cigars), 6 weekly *sp*, thru S. M. Epstein Co., Detroit.

WMCA, New York

Richardson & Robbins, Dover, Del. (canned food), 6 daily *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.

WBBM, Chicago

Newart Clothing Co., Chicago (wearing apparel), daily *sa*, thru Malcolm-Howard Adv. Agency, Chicago.

WCFL, Chicago

Newart Clothing Co., Chicago (wearing apparel), 2 weekly *sp*, thru Malcolm-Howard Adv. Agency, Chicago.

WJZ, New York

Gottfried Baking Co. Inc., New York, weekly *sp*, thru Lord & Thomas, N. Y.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

GENERAL MILLS Inc. Minneapolis, on June 1 starts program on 33 CBS stations, Mon. thru Fri., 10-11 a. m., repeat at 1 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos) on May 1 starts program on 41 NBC-WEAF stations, Fridays, 10-10:30 p. m. with repeat at 1 a. m. Agency: Roche, Williams & Cunnyngham Inc., Chicago.

STANDARD BRANDS Inc., New York, on April 18 starts program on 27 NBC-WEAF stations, Saturdays, 9-9:30 p. m. Agency: J. Walter Thompson Co., N. Y.

DUART SALES Co. Ltd., San Francisco (Creme of Milk Facial Cream) on April 26 starts for 13 weeks *The Passing Parade* with John Nesbitt, commentator, on 5 NBC-KPO stations, Sundays, 9-9:15 p. m. (PST). Agency: Howard Williams Adv. Agency, San Francisco.

DUART SALES Co. Ltd., San Francisco (Creme of Milk Facial Cream) on April 19 starts for 13 weeks *The Passing Parade*, with John Nesbitt, commentator, on 12 CBS-Don Lee network stations. Sunday, April 19, 7-7:15 p. m.; Wednesday, April 22, 9-9:15 p. m.; Thursday April 30, 8:30-8:45 p. m., and every Thursday thereafter at the same hour (PST). Agency: Howard Williams Adv. Agency, San Francisco.

KAY JEWELRY Co., San Francisco (jewelry), on March 28 started for 13 weeks *The Kay Matinee* on NBC-KPO, Sundays, 2:30-2:45 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

New York Bell Spots

NEW YORK TELEPHONE Co., New York (toll rates) began a series of station-break time signals and one-minute announcements over seven New York stations April 1. On WEAF and WJZ time signals are being used to tell about the low-rate toll calls after 7 p. m. weekdays and day Sunday [See BROADCASTING April 1]. In the WOR-Martha Deane program, three times a week, a participation has been bought, and 15 announcements are being broadcast each week over WIBX, WGY, WGR, WSYR and WHAM, Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Colgate's Goldberg Shift

COLGATE - PALMOLIVE - PEET Co., Jersey City (dental powder) on April 13 shifted its CBS *Goldberg* show to a 11-11:15 a. m. spot for New England stations only. The rest of the network will be fed at the regular time 5:45 - 6 p. m., until April 27, when Daylight Saving goes into effect. The New England net will continue to receive the program in the morning, but the rebroadcast to the East and Midwest will be given at 2 - 2:15 p. m., EDT. Benton & Bowles Inc., New York, has the account.

free!

See Page 2

More Network Programs Suspended for Summer

PROGRAMS signing off national networks for the summer, in addition to those listed in the March 15 and April 1 issues of BROADCASTING, follow:

NBC

Better Speech Institute of America, Chicago (grammar instruction) with Your English, Sundays, 3-3:15 p. m., April 19 (WJZ).

George W. Luft Co. Inc., Long Island City (cosmetics) with Jimmy Fidler and His Hollywood Gossip, Tuesdays, 10:30-10:45 p. m., April 21 (WEAF).

The Texas Co., New York (Texaco products) with The Texaco-Firechief program, Tuesdays, 9:30-10 p. m., April 21 (WEAF).

Larus & Brothers Co., Richmond (Edgeworth tobacco) with the Corn Cob Pipe Club, Wednesdays, 9-9:30 p. m., April 22 (WJZ).

F. W. Fitch Co., Des Moines (Fitch shampoo) with Wendell Hall, Fridays, 8:15-8:30 p. m., April 24 (WJZ).

American Tobacco Co., New York (Lucky Strike cigarettes) with Carl Hoff orchestra, Saturdays, 10-11 p. m., April 25 (WEAF).

MBS

Axton-Fisher Tobacco Co., Louisville, Ky. (Spud cigarettes) with Tex O'Reilly, Tuesdays, 11-11:30 p. m., March 31.

Mennen Co., Newark (shaving preparations) with Jury Trials, Sun., Mon., 10-10:30 p. m., March 30.

Lutheran Laymen's League, St. Louis (religious) with Lutheran Hour, Sundays, 1:30-2 p. m., April 12.

CBS

Julian & Kokenge Co., Chicago (Footsaver shoes) with Musical Footnotes, Sundays, 1:30-1:45 p. m., April 5.

Ford Motor Co., Detroit (Lincoln Zephyr motor car) with Jose Manzanares and his South Americans, Sundays, 2:30-3 p. m., with rebroadcast to West Coast 5:30-6 p. m., April 12.

William Wrigley Jr., Co., Chicago (gum) with Myrt Marge, Monday through Friday, 7-7:15 p. m., with rebroadcast to midwest 11-11:15 p. m., April 15.

Pompeian Co., Bloomfield, N. J. (cosmetics) with Jerry Cooper and Ted Royal's orchestra, Tues., Thurs., 12:15-12:30 p. m., April 23.

General Mills Inc., Minneapolis (Wheaties) with Jack Armstrong, Mon., thru Fri., 5:30-5:45 p. m., with rebroadcast 6:30, April 24.

Coca Cola Co., Atlanta (soft drinks) with Ray Noble orchestra, Wednesdays, 9:30-10 p. m., April 22.

Ford Motor Co., Detroit (motor cars) with the Ford Sunday Evening Hour, Sundays 8-9 p. m., June 28.

Plymouth Motor Corp., Detroit (motor cars) with Ed Wynn, Thursdays, 9:30-10 p. m., May 7.

LUTHER WEAVER, Luther Weaver & Associates, St. Paul, is conducting a 17-week spring course in radio script writing at the University of Minnesota.

BULLETIN

MRS. LOUIS TITTERTON, wife of the manager of NBC's literary rights department, was murdered by a mysterious intruder in her home at 22 Beekman Place, New York, late in the afternoon of April 10th. Mrs. Titterton, who was a well-known writer under the pen name of Nancy Evans, was attacked and then strangled to death. Her husband, who also manages NBC continuities, was in Radio City at the time of the murder, and had spoken to her over the telephone only a few hours previously to make a bridge engagement with friends.

THANKS, BETTY MOORE

—the Carolinas appreciate your interesting, helpful talks on Interior Decorating, and you are being listened to regularly in more than 150,000 WPTF homes!

Let us send you Folder and other data about WPTF.

Represented Nationally by F. J. & F.

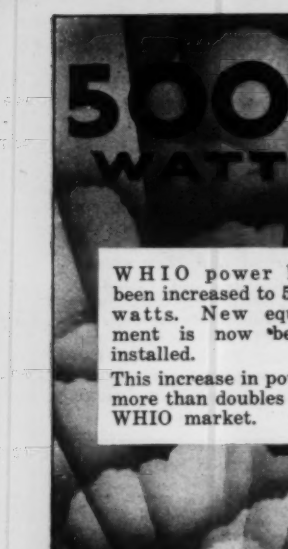
WPTF Raleigh, N. C.

We like CONTRACTS!

They speak better than anything else—(so we believe)—of the popularity and pulling power of a radio station. For April, May and June of 1936 — local and national spot advertisers have signed for more broadcasting over Station WEEI than for any previous three months in our history. Since a majority of them are advertisers who have used WEEI before—we can't help but believe that the reason is RESULTS

Station WEEI

BOSTON



WHIO power has been increased to 5000 watts. New equipment is now being installed.

This increase in power more than doubles the WHIO market.

39 S. Ludlow, Dayton, Ohio
National Representatives
Sawyer-Ferguson-Walker Co.
Chicago-Detroit-New York

Real Silk Open Doors

(Continued from page 9)

it sells our representatives on the fact that their company is 100% back of them so that when they start out Monday morning they know that the doors have been opened to them in thousands of American homes."

Something New

A NEW SERVICE inaugurated by Real Silk permits the prospective wearer to approach very closely to the custom made method of buying her Real Silk hose.

Milady is asked to make, in the privacy of her own boudoir, five measurements before ordering her stockings: Girth at the ankle and calf and the thigh, as well as the length of her foot and the length she wants for her stockings. She is asked to give these measurements with her order and in return, will receive what is as near as possible to custom made hosiery without actually being just that. It is called the "personal fit" method of selling.

This new angle will be carried on all Real Silk broadcasts, and "Personal Fit" is the new trade name for the product.

ON KFEQ, St. Joseph, Mo., Hirsch Bros. Department Store announced on a Sunday program its 45th anniversary with a store-wide sale, speakers depicting conditions as they were at the time the store was founded. Styles of the period were described and the story of St. Joseph in the early nineties was unfolded with a background of music popular at that time.

EVERY MINUTE IS SELLING TIME ON

WBAL

From Seven A. M. to closing call letters, WBAL's selling messages find a ready, active and prosperous audience.

3,800,000 prospective buyers in the Heart of Maryland and the territory served by WBAL are ready and willing to buy your product.

10,000 Watts **WBAL** 1060 kcs.

BALTIMORE

You Sell Maryland When You Buy WBAL

National Representative

Hearst Radio

NEW YORK
CHICAGO
SAN FRANCISCO

MAN AND BOTTLE—Roland Winters, inquiring reporter of WNAC's "Lucky Tiger Voice of Boston" program, carries this sign around for his remote broadcasts, now staged in the aisles of a theater. The sponsor is Lucky Tiger Mfg. Co., Kansas City (barber supplies).

RAIN BY RADIO
WCKY Tower Stopping Point For Heavy Clouds

STORIES about radio causing droughts by bottling up the clouds in electrical energy have been thoroughly disproved by science. Now, surprisingly enough, the reverse appears to be true, namely that radio can produce rain.

At least that is the claim of Charles Topmiller, chief engineer of WCKY, Cincinnati. The station recently installed a 350-foot Blaw-Knox vertical radiator. When the tower had been raised and guyed into position, rain clouds in passing struck the upper reaches of the structure. Immediately there was precipitation for a radius of 30 feet around the tower, and this occurred on four consecutive days. Mr. Topmiller explains the rain as being due to condensation of moisture from the clouds striking the steel structure.

Contract Litigation

KMTR, Hollywood, has been made co-defendant in a breach of contrant legal action asking damages of $5,000 for alleged cancellation of contract between Bruce Wheeler, health lecturer, and the station. The plaintiff contended that he paid the station $52.50 for six quarter-hour radio talks, with scripts submitted four days before the initial broadcast, but that the station refused to let him broadcast the series.

GREETINGS! RUBINOFF

—the Carolinas are always thrilled by the distinctive beauty of your music . . . eagerly 150,000 homes await your programs over WPTF.

Let us send you Folder and other data about WPTF.

Represented Nationally by F. J. & F.

WPTF Raleigh, N. C.

Political Methods Radically Changed By Advent of Radio

Leather Lungs Superseded by Skill Says Dr. T. H. Reed

A COMPLETE change in the technique of political campaigns has been effected by radio with its power as a means of mass influence, according to Dr. Thomas H. Reed, chairman of the Committee on Civic Education by Radio, whose study of "Civic Education by Radio" has just been published by the Radio Institute of the Audible Arts, conducted by Philco Radio & Television Corp.

One of radio's greatest achievements, according to Dr. Reed, has been "to put leather lungs out of business". "The radio audience not being a mass audience," he says, "is not to be influenced by bellowing, arm waving, or even by any of the subtler physical arts by which a speaker sways a crowd. The radio audience is made up of myriads of individuals and small family groups. No one likes violent noises in his living room, and even small noises reach portentious volume as they emerge from a 'loudspeaker'.

"The mere strength of wind and nasal resonance have ceased to be factors in politics to the manifest advantage of democracy. Today, any man who has something to say, and can get a chance on the air, can say it to his countrymen without regard to whether his voice is a light tenor or a rumbling bass."

Open to Everyone

IN THIS RESPECT, Dr. Reed gives credit to the American broadcasting system for the degree to which the air is open to the expression of varying opinions. Speaking from experience gained during the presentation of approximately 200 broadcasts sponsored by the Committee on Civic Education by Radio, he reports that there has never been any attempt on the part of the broadcasting companies to limit freedom of speech on these programs.

"To be without a radio," Dr. Reed continues, "is to be cut off from the most pervasive of all means of public discussion, because the radio brings to us as no other medium ever has, the currents of world opinion in the living words of its most important citizens."

Radio, he believes, presents an opportunity for everyone, who does not deliberately shut his ears, to form his own opinions on public questions. This, however, requires a knowledge of what is on the air, and intelligent listening to worth while educational programs.

"We must learn to use the radio in education by using the radio for education," he concludes. "The techniques of speaking and listening must advance together. Civic education by radio has just begun. We are in a formative period. We are beset with fears as to what may happen if the Herald's Horn resounds too potently to the lips of demagogues. We are groping for means of calling young and old to listen to wisdom, experience and virtue instead of recklessness and folly. One thing is certain: That the public will listen — to whom is the question."

Tests of Television To Start June 29

RCA on Schedule With Plans, Mr. Sarnoff Informs Board

FIRST metropolitan field tests of RCA's new television system will definitely get under way June 29, David Sarnoff, RCA president, reported to the company's stockholders at their annual meeting April 7. Construction of both the transmission plant atop the Empire State Bldg. in New York and the television studio in the NBC quarters in Radio City have proceeded according to schedule, said Mr. Sarnoff, who told the meeting that his men were prepared to carry out his assurances made at the annual RCA board meeting last year that the field tests would begin within 12 or 15 months.

RCA's television tests, it has been made clear, will not be open to the public, RCA still adhering to its policy of declining to disclose publicly its laboratory and field developments. "A number of experimental receivers," said Mr. Sarnoff's report, "are to be placed at observation points in the hands of our technical personnel so that we may determine the requirements and further development necessary to the establishment of a public television service."

(For an eyewitness report on RCA's television system see Dec. 15, 1935, BROADCASTING).

Second to None

MR. SARNOFF, who is one of the radio industry's most enthusiastic believers in the ultimate future of both television and facsimile services, and who has followed intimately the British and German visual broadcasting systems now being introduced to the London and Berlin public, continues in his report:

"This corporation is second to none in the scientific and technical development of television. We have gone much beyond the standards fixed elsewhere for experimental equipment. But this is a far cry from the expectations of such a service aroused by pure speculation on the subject. There is a long and difficult road ahead for those who would pioneer in the development and establishment of a public television service."

The April 7 stockholders meeting approved the new recapitalization plan for RCA drawn up by Joseph B. Kennedy, former chairman of the Securities and Exchange Commission, who had been specially engaged for that purpose. The stockholders reelected Newton D. Baker, Cornelius N. Bliss, Bertram Cutler and Gen. James G. Harbord for three-year terms. The other directors of RCA are Arthur E. Braun, John Hays Hammond Jr., Edward W. Harden, DeWitt Millhauser, Edward J. Nally, David Sarnoff, James R. Sheffield nad Frederick Strauss.

179 Washington advertisers used WOL during the first three months of 1936
WOL WASHINGTON D. C.

Group of Applications Seeking Nine Stations Opposed by Examiners

A BARRAGE of applications for 100 watt stations in eight cities in Wisconsin, Iowa, Nebraska and Minnesota, filed under different corporate names by Emmons L. Abeles, as secretary, met an unfavorable report (Ex. Rep. I-214) April 2 bv Examiner P. W. Seward of the FCC.

Examiner Seward recommended that eight applications be denied on the grounds that the applicants were not all qualified and that the proposed stations would violate FCC quota regulations as well as result in interference with other stations.

Actual applicants, the Examiner found, were Robert J. Dean, vice president of KWTN, Watertown, S. D.; Dr. F. Koren, physician of Watertown; Mr. Abeles, attorney and interested in Mid-West Recordings Inc., Minneapolis transcription firm; M. L. Finklestein & Sons Inc., a Delaware corporation also interested in Mid-West Recordings.

Examiner Seward concluded that M. L. Finklestein & Sons, for which Harold D. Finkelstein, president, was acting in the applicants' partnership agreement, was not authorized by its Delaware charter to participate in the applications. He also referred to alleged discrepancies in testimony as to whether the partnership was organized to apply for construction permits for the stations or whether it was to "conduct the business of a radio broadcast station".

In the same report the examiner recommended that an application of Northern Brdcstg. Co. Inc., for a construction permit for a 100 watt station in Wausau, Wis., be denied on the ground that it would violate FCC quota rules and result in interference. Cities in which the Abeles partnership sought stations were Winona and Mankato, Minn.; Fort Dodge and Clinton, Ia.; Hastings and Grand Island, Neb.; Appleton and Wausau, Wis.

In another report, Examiner Melvin H. Dalberg recommended [Ex. Rep. I-216] that the same group be denied an application for a 100 watt full-time station on 1420 kc. in Mason City, Ia. A similar application by Northern Iowa Brdcstg. Co., of which Hanford MacNider, former minister to Canada, is president, was opposed but the examiner recommended that Mason City Globe-Gazette Co. be granted a construction permit for a full-time 100 watter on 1210 kc.

Fried Lizard

YOU'VE heard of "bugs" in a radio transmitter, but lizards are something new. At KGMB, Honolulu, one of the problems of the technicians is to keep tiny lizards from getting themselves cooked in the transmitter. The lizards, only two inches long when full grown, are welcome guests at the station because they eat mosquitos, according to Gene Goldrup, chief technician.

LAYING OUR CARDS ON THE TABLE

and giving you POINT BLANK FACTS on why WXYZ should be included in your Detroit advertising plans . . .

(FACT 1) Station WXYZ has won respect and audience appreciation because of its policy of refusing to broadcast any spurious claims or questionable merchandise. (FACT 2) Station WXYZ ranks among the foremost stations in the country in showmanship. (FACT 3) Station WXYZ numbers, among its accounts, many that have used the station consistently for over 4 years, and exclusively. (FACT 4) Station WXYZ secures dealer distribution for new products, and revives distribution for established products. (FACT 5) Station WXYZ does an all round thorough job and has letters of praise to prove it.

WXYZ N. B. C. Blue Network
KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING . . . DETROIT
WM. G. RAMBEAU CO. Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 527 Lexington Ave., New York . . . Western Office: Russ Building, San Francisco

SRO

Last month WLAC was booked up to capacity on spot announcements, necessitating our returning further proffered contracts, painful though it was.

But the sunny side to that picture, aside from the actual contracts run, was the evident fact that our station was pulling so well for spot advertisers that we couldn't take care of all the customers.

Today's tip: If you have spot announcements to run in the prosperous Nashville territory, don't write — wire

WLAC

5,000 watts
NASHVILLE, TENNESSEE
J. T. Ward, President

Member Station
Columbia Broadcasting System

Paul H. Raymer Co.,
National Representatives

Canadian Officials Describe Control At Radio Hearing

By JAMES MONTAGNES

WHILE radio listeners are buying new $2 licenses with the beginning of the fiscal year on April 1, Ottawa is listening to Canada's radio moguls tell their story to a Parliamentary Committee which received a draft bill for a government corporation to control private broadcasting from Marine Minister C. D. Howe before its hearings opened.

Radio Commission Chairman Hector Charlesworth has been the only witness called to date, and he informed the committee that lack of finances had been the main reason why all the recommendations of the Aird report of 1929 had not yet been complied with. At one time $250,000 had been lopped off the annual appropriation ($1,250,000) without consultation. Commission employes were not on the permanent civil service staff, he continued.

Many listeners were not getting the standard of service and entertainment to which they were entitled; his request to vest the commission with powers of a corporation had not been met by the government of the day; he had been against appointment of a general manager because of the added expense; he had acted as chairman and general manager as well. He stated that the present broadcasting set-up was one of the most efficient branches of the public service.

Political broadcasts during the last election were also under examination, Mr. Charlesworth explaining that engineers on all stations watched all speakers carefully and buzzed off words and sections which were considered outside the law. The "Mr. Sage" broadcasts which instigated this part of the hearing, came as a complete surprise, he told the committee, but after the first broadcast were less objectionable and were advertised as political party sponsored broadcasts.

Cost of Talent

THERE was objection to publishing data on costs of telegraph lines used by the Commission, because of the highly competitive nature of the business, Minister Howe told the committee. Because musicians were highly temperamental and given to exaggeration of their fees, Charlesworth had asked that Parliament not debate or make public fees paid musicians. Explaining his procedure, he remarked that with payment of radio talent made public, running a Radio Commission would be just one continual brawl.

The corporation mentioned in the draft bill given the committee by Minister Howe would replace the present three-man Commission. There would be seven directors and a general manager. The corporation would take over all assets of the present commission and undertake all national broadcasting under a license of the minister. The control of private broadcasting stations, now under the Commission control, would revert back to the minister, and he would consult with the corporation. Control of stations, frequencies, hours of broadcasting, advertising, censorship, would all come under the minister's control, with advice from the corporation. The directors would be government appointed, representing the Dominion and provinces. The chairman's salary placed at $1,000, executive committee members $500, and all directors $10 per day for each day attending meetings, plus expenses.

Observers in Ottawa are of the opinion that the corporation will replace the commission after the present committee's report is tabled in Parliament. Charlesworth has been proposed as general manager (he was a drama and music critic and editor of a national weekly before becoming radio commission chairman), Commander C. P. Edwards, director of radio, Department of Marine, as technical collaborator. Colonel W. A. Steel, commissioner, is expected to go back to the Signal Corps of the Canadian army, and vice-chairman C. A. Chauveau would be retired under this arrangement.

King Features Assigns 14 Comic Strips To Sales Firms for Radio Sponsorship

KING FEATURES SYNDICATE Inc. has distributed 14 of its 20 newspaper comic strip features to five New York radio production firms to act as selling agents for radio adaptations. These firms have been given six-month contracts to handle the comic strips that are adaptable for radio programs on an exclusive basis. The radio rights to these comic strips have been allotted as follows:

William Morris Agency will handle *Inspector Wade, Flash Gordon, Ace Drummond* and *Blondie.* Cleveland B. Chase has already sold *Tim Tyler's Luck* to be sponsored by Edgar P. Lewis Inc., Nulden, Mass. (Viva candy) beginning April 27 over WBZ-WBZA; this show will be a quarter-hour studio feature written by Joe Cross of the Chase firm and it will be heard three time a week for 13 weeks, with the possibility of extension if it proves successful. Louis Glaser Inc., Boston, is the agency for the program.

The Chase firm also has exclusive rights to sell *Little Annie Rooney* and *Mandrake the Magician.* World Broadcasting System is now making two transcriptions for Cleveland Chase, one of *Little Annie Rooney* and the other a complete 15-minute script.

Fanchon and Marco is signed to handle *Tillie the Toiler.* Joseph M. Barnett will agent *Bringing Up Father, Home Sweet Home* and *The Little King.* Negotiations are now under way for Radio Events Syndicate to exploit *Polly and Her Pals, Just Kids* and *Krazy Kat.* Wheatena Corp., Rahway, N. J. (cereals) through its agency, Rohrabaugh & Gibson Inc., Philadelphia, has taken an option on the radio rights to *Popeye,* which it had on the air over the NBC-WEAF network last season for 29 weeks, until Sept. 1 when it expects to return to this same network. A request has been filed with NBC to reserve time for this client.

CBS has taken exclusive radio rights to *Beatrice Fairfax,* lovelorn columnist, and an unannounced concern is now considering her sponsorship. Columbia has an exclusive tieup with King Features to bring to the microphone such persons as Alex Raymond, creator of *Flash Gordon,* who was heard on the Sunday night *Freddie Rich Penthouse Party.* Other King Features artists booked for this program are E. C. Segar, the man who draws *Popeye,* and Dick Hyman who will discuss his new book, "Its the Law", illustrated by Soglow. Other negotiations for sponsorship of these radio rights are now being formulated with announcements to be made shortly.

Bing & Leopold

BING CROSBY, fuzzy-voiced chanter of romantic ballads, will croon April 30 with the Stokowski-directed Philadelphia Symphony on the NBC-Red network program sponsored by Kraft-Phenix Cheese Corp. It really is a turn-about affair, Leopold Stokowski having appeared for an interview on Bing's program some weeks ago, when he spoke favorably of the crooning art as exploited by the Kraft singer.

New WDRC Studios

WDRC, Hartford, is completing its new studios atop the Hartford-Connecticut Trust Co. building, and will occupy the entire penthouse floor. Two studios are being constructed, with latest acoustical and decorative treatment. The control room matches the studios acoustically so it can be used for announcing. Western Electric equipment has been installed, with eight-ball microphones. A special switching layout has been developed. CBS designers prepared the layout, which includes executive offices.

THERE are now 54 broadcasting stations and three shortwave stations linked up in Canadian Broadcasting Commission networks. Of the total the Commission owns or operates seven stations.

DAVID ROSS, CBS announcer, poet and reader, is being heard again on a CBS network, Sundays, 2-2:30 p. m., with musical background for the *Poet's Gold* revival being supplied by Emery Deutsch's orchestra.

California Legal Group To Study Court Programs

A COMMITTEE of three to investigate the feasibility of California traffic broadcasts in keeping with the dignity of the court, which would not lessen public confidence or interfere with the administration of justice, has been appointed by T. P. Wittschen, president of the State Bar Association of California. This was revealed in San Francisco following a conference March 30 in San Jose, Cal. of bar representatives, members of the San Jose Junior Chamber of Commerce traffic committee which sponsored broadcasts over KQW, and Police Judge Percy O'Connor, from whose court broadcasts originated until frowned upon by a resolution of the State Bar board of governors.

The committee includes Claude Minard, secretary of the board of governors, State Bar; Dudley H. Harkleroad, secretary, Committee on Administration of Justice, State Bar, and former Senator Herbert C. Jones, member of the board of governors.

Minard pointed out that there were many objections to the present methods of broadcasting, the principal one being that it tends to impede the administration of justice. He further stated that broadcasting of trials or other judicial proceedings are of no assistance to the court and its officers in the performance of duty.

NBC construes the all-time mail record of 91,046 letters in one day, achieved March 31, as an indicator of the return of prosperity.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

BOUND

To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

NBC Television Engineer Dies From Shock While Working at Transmitter

HARRY E. LAWRENCE, a member of the NBC engineering staff assigned to the television experimental transmitter in the Empire State building, died April 8 as the result of coming into contact with a charged condenser while working at the transmitter.

The transmitter had just been shut down and in some unknown manner he touched a fully-charged condenser and was electrocuted. Other engineers in the room administered first aid pending the arrival of a doctor who injected adrenaline. Seventeen minutes after the accident the emergency crew from the Consolidated Edison Co. arrived and worked over Mr. Lawrence for hours but to no avail.

Mr. Lawrence joined the NBC engineering staff at the RCA experimental transmitter in the Empire State building in October, 1931. With the discontinuance of this work he was transferred to W2XBS, an experimental transmitter then operated by NBC on the roof of the New Amsterdam Theatre, New York. From 1932-1935 he was a member of the transmitter crew of WEAF at Bellmore and then went back to the NBC experimental transmitter on the 85th floor Empire State.

He was a graduate of the University of Pittsburgh and served as an assistant physicist at Mellon Institute in Pittsburgh. He also worked for ERPI in the installation of the talking motion picture equipment and at one time was an instructor at the Buffalo Technical Institute. He is survived by his wife, Margaret and a three-weeks old son.

Auto Club Discs

AMERICAN Automobile Association, Washington, has recorded the first of what is to be a series of thirteen 15-minute transcriptions for placement on local stations in the interests of safe driving. Program consists of about 10 minutes of music with the rest of the time devoted to a brief drama titled *The Green Light*. It is planned to place the disks cooperatively on about 250 stations through local auto clubs. U. S. Recording Co., Washington, is transcribing, with Radio Associates, National Press Bldg., Washington, headed by Shannon Allen, handling the production.

Drezma Making Plans

DREZMA Inc., New York (cosmetics) will inaugurate a series of transcription programs over an unannounced list of stations throughout the Middle Atlantic states. Nell Vinick will broadcast talks on "Lessons in Loveliness", and the discs are now being made by WBS. The schedule calls for some five and 15-minute transcriptions. The former will be heard three times a week and the latter once weekly. Neff-Rogow Inc., RCA Bldg., New York, has the account.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

HEATTER'S 15,000 WORDS

Waits and Waits, and Talks and Talks, as Delays Mark the Execution of Bruno Hauptmann

GABRIEL HEATTER, WOR and MBS commentator, was prepared for a 15-minute broadcast, his regular 8 p. m. spot, on the night of April 3, when Bruno Hauptmann was executed. Before he finished talking, however, Heatter had spoken 15,000 words.

At 7:50 p. m. Heatter and Johnny Johnstone, WOR press public relations director, went into a nearby hotel room where a Transradio machine had been set up to provide a double-check against a planned outside signal from the death house that the execution had taken place. Ten minutes later Heatter was on the air, talking and waiting for Johnstone to pick up the signal at a window. For 12 minutes he gave his prepared continuity. When this ran out, he kept on talking, on orders from Jules Seebach, program director.

Fortified with a background of trial coverage, Heatter dipped deeply into Flemington incidents as he talked and talked. Not until 8:48 did he get the Transradio signal and his own prearranged outside signal. Hauptmann had died at 8:47½ p. m. Heatter waited 30 seconds to weave the announcement of the execution into his narrative like this: "Bruno Hauptmann has been executed—good night."

JOHN J. KAROL, CBS director of Market Research, gave a talk April 13 on "Measuring Radio Circulation and Results" before the Marketing and Advertising Institute of the University of Toledo School of Business Administration.

Blade Account to Add

CONSOLIDATED Razor Blade Corp., Jersey City (razor blades) are currently using two one-minute spot announcements each week over WINS and WMCA for a period of 26 weeks. More stations will be added from time to time and the frequency of the announcements will be increased. W. I. Tracy Inc., New York, is agency.

DRACKETT Co., Cincinnati (Drano cleanser) will use a series of 52 quarter-hour WBS disc programs titled *Peggy at the Telephone* on a yet unselected group of stations. Ralph H. Jones Co., Cincinnati, has the account.

GANG PLANK! SHOW BOAT
—folks from over 150,000 Carolina homes (WPTF homes) are always eager for the SHOW BOAT to approach so they can climb aboard!
Let us send you Folder and other data about WPTF.
Represented Nationally by F. J. & F.
WPTF Raleigh, N. C.

The Only CALIFORNIA *Network*

INTENSIVE COVERAGE OF THE 4TH MARKET OF THE NATION

BUYING
ONE MINUTE OR ONE HOUR
LIVE TALENT — OR TRANSCRIPTIONS

The facilities and strategic locations of the Don Lee Network Stations give the advertiser the only localized circulation of the important markets of California.

Network popularity plus local prestige, COVERAGE WITHOUT WASTE

DON LEE BROADCASTING SYSTEM

Stations Aid in Storm and Flood

(*Continued from page 12*)

wave affiliate, were relayed to flood areas.

Manager William A. Clark of WCPO, Cincinnati, offered its facilities to City Manager Dykstra. As the Ohio River rose, broadcasts were made by reporters of the affiliated *Cincinnati Post*. Flood information also was broadcast by Capt. Tome Greene, veteran Ohio River expert.

Radio Saves the Day

WADC, Akron, came to the rescue of the local Red Cross chapter when its drive for funds appeared to be a hopeless failure. Allen T. Simmons, owner of WADC, organized a campaign to raise the $12,000 quota when Red Cross officials had decided they would be surprised if the Akron total reached $2,000. In 75 minutes some $700 was pledged to WADC. A few hours later a two-hour program brought $3,100. Another $4,500 was raised the next day after four hours of broadcasting. A six-hour program the following day netted $8,000. In all more than $27,000 was raised in four days, Akron being the first city of its size to reach its quota.

Kate Smith, A & P songbird, on April 2 sent to the Red Cross $13,965 for flood relief as the result of her radio appeals.

WSBT-WFAM, South Bend, raised $614.50 in one program for flood relief. 14 American Legion autos equipped with radios drove promptly to homes as listeners phoned in their pledges, with collections being 100%. S. W. Petacci, manager, arranged the program, the station donating services of some 50 artists.

How Pittsburgh citizens maintained their courage in the face of a major disaster and are now pushing Steel City business and industry swiftly back to normal was revealed in an NBC-WEAF broadcast April 9. Arranged by WCAE's general manager, Ford Billings, Program Director Ed Harvey, the Pittsburgh Chamber of Commerce, and Major Lenox Riley Lohr, NBC president, the program embraced the history of reconstruction and advancement and a parade of nationally known figures. Entertainment was provided by Pittsburgh organizations, part of which are regular network features. The program originated at WCAE and switched at intervals to other metropolitan centers for salutes to Pittsburgh.

Honor for Amateurs

JOHN F. PATT, manager of WGAR, Cleveland, is heading a move to organize a series of commercial programs lauding amateurs for their work during the flood, with the proceeds to be turned over to the "hams" for their entertainment.

WJEJ, Hagerstown, Md., gave listeners a vivid word picture of the Potomac flood from the Washington-Berkeley Bridge at nearby Williamsport, Md., and the damage being done at that town. As soon as the waters started to rise and word was received that they were due to continue, an engineer and two announcers hurried to the scene, and set up the remote amplifier and equipment. It was impossible to secure special telephone lines so connections were made to the phone at the toll house, a call put through to the control room at the station, where connections to the amplifier had been made to the control room phone.

Interruptions occurred late in the afternoon, but these were due entirely to the extremely adverse conditions under which the entire broadcast was made. The telephone lines to the toll house were lying in the water on the floor of the bridge, and all the equipment was drenched by a heavy downpour of rain. No time on the air was lost, however, as news flashes, health warnings, personal inquiries filled the time until the repairs were made.

Red Cross Radio Plan

A SERIES of dramatizations of Red Cross activities will be offered in disk form to radio stations when the American Red Cross campaign starts this spring, stations to be asked to donate time in behalf of its relief activities.

JOHN C. DRUMMOND, formerly on the staff of WEBR, Buffalo, has purchased WOCL, Jamestown, N. Y. local station.

Georgia Tornadoes Covered by Radio

WSB and WMAZ on the Job as Twisters Strike the State

WSB, Atlanta, went to the rescue of Gainesville, Ga., blown into bits by the April 6 tornado, worst in Georgia's history, sending out a call for doctors, nurses, undertakers, police and others needed for the emergency. WSB schedules were abandoned and Gainesville news was given the right-of-way. Lists of victims were broadcast as they were received.

A remote crew plowed its way to the wrecked city and provided eye-witness information. Lambdin Kay, general manager, described the station's coverage as the most complete disaster service in its history. WSB facilities were thrown open to the Red Cross and other recognized relief agencies.

Two Twisters for WMAZ

WMAZ, Macon, had two tornado experiences. The first, at Cordele, 60 miles to the South, was covered by President E. K. Cargill and John G. Preston, who went to the scene in the WMAZ remote truck. Cargill got permission from telephone officials at Atlanta to use one of the two Cordele-Macon circuits still in commission for a 15-minute broadcast but Macon officials refused for a while to turn over a line.

The second twister struck Gainesville, 100 miles North of Macon. When false reports were circulated about the path of the storm, WMAZ reassured Macon residents that they were not in danger. A WSB eye-witness account was rebroadcast, the Atlanta station being much nearer to the scene.

Bomb Radio Man's Home

MONROE F. RUBIN, one of the stock owners of WJAY, Cleveland, his wife and three children narrowly escaped injury April 9 when a bomb exploded on the front porch of their Cleveland home. He blamed gamblers for the outrage, asserting that it was undoubtedly due to the *Ghost Reporter* program carried on WJAY. The "Ghost Reporter" is an anonymous person who has been conducting an anti-vice crusade over the station.

For Rent

EQUIPMENT

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental.

•

ALLIED RESEARCH LABORATORIES
260 East 161st St.
NEW YORK CITY

free!
See Page 2

WOW Listeners Got the Story of Pittsburg's Flood In the Making!

590 KILO • 5000 WATTS

WOW

OMAHA, NEBRASKA

"Covers the Nation's Breadbasket"

JOHN J. GILLIN, JR.
Commercial Program Director

March 19th, 1935.*

Dear Mr. May:

You sure "scooped" 'em with your direct long-distance conversation with Thomas Dunn, Commissioner of Public Safety at Pittsburg, during your 10:30 News Tower last night! More power to you, and congratulations!

Never miss your late broadcast if I can help it, and hope to hear you give us more "NEWS WHILE IT'S HAPPENING."

Kind regards.

Yours very truly,

*Letter on File.

John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

ON THE N.B.C. RED NETWORK

SUPREME
DISC NEEDLES
100% Shadowgraphed Inspected

F. L. COOK, *Distributor*
for Western states and Hawaiian Islands
606 Parkman Avenue, Los Angeles, Calif.

SHADOWGRAPH HALF TONE and *four* other Special Reproducing Needles for playing back ALL types except Vertical Cut (Hill and Dale) transcriptions.

Steel CUTTING NEEDLES for Acetate—moderately priced

PHONOGRAPH NEEDLE MFG. CO., INC.
42-46 Dudley Street, Providence, R. I.

WBIG's Tale of a Twister

(*Continued from page 12*)

estimated the wind velocity inside the cone itself was 400 miles an hour.

Let Earl Allison, chief engineer of WBIG and only one of the staff actually to see the tornado at work, tell how the station took the first step into the biggest job it has yet done.

"From the control room window 18 stories above the street, I saw a vicious-looking cloud approaching from the west, and fearing that lights and power might be interrupted, I stood by to see what would happen.

In the Darkness

"WHEN the funnel formed on the west side of the city, it first closely resembled smoke from a locomotive on a hot, breezeless summer day. Then, in a cone shape it started down West Lee Street with terrific speed. It was so dark I couldn't see the damage being wrought except the raising of dust and wreckage, the arcing of high voltage transformers, and an explosion which illuminated several blocks. The twister seemed to be growing in size as it progressed along its path. As it sped eastward, I became engrossed with the antics of the transmitter. The power went off at 7:15 p. m., and while I waited for it I got through a report of the tornado to Ernie Smith, program director."

Light and power service was briefly resumed thereafter and at 7:32 p. m., 20 minutes after the storm broke, WBIG gave a gasping Greensboro its first news of the disaster.

Ernie Smith flashed the first brief warning. Jack Gleason used what telephone facilities remained to contact hospitals, ambulance companies, fire companies and the police and within a minute sirens betokened that the work of rescue had begun. Smith gave another news flash and for thirty minutes continued to build up the graphic details as they were gleaned by staff workers from every available source.

Shortly after 8 p. m., power and lights failed again and for over two hours the station was mute. Lit by candles it was a scene of feverish activity. Information was received and classified. Organization was perfected to permit an efficient service when power should be resumed. Announcer Bill Parker, Engineer Earl Downey and control man, L. A. Hartsook, worked their way into the heart of the worst area of destruction and prepared facilities for a broadcast from that point.

Major Edney Ridge, manager of the station, was 30 miles away in Winston-Salem when the storm struck. He was summoned and arrived just as lights flashed back on and WBIG went back on the air. He took immediate command and saw that contact was first made with other stations and with the station's news correspondents in New York City.

At 11:40 p. m., WBIG began its broadcast from the center of the storm area. For three hours, Ernie Smith, Bill Parker and Jack Gleason took turns with the hand microphones in trying to describe the indescribable. The wreckage was pictured. Actual rescue scenes were described as men, women and children were pulled from the ruins.

The bitter cold which followed on the heels of the storm made this job all the harder to accomplish. This direct story was interrupted at times, for studio broadcasts organizing the civic resources for immediate aid to the devastated area.

Hospitals were notified of impending needs, national guardsmen were informed of the call to duty, boy scouts and girl scouts were notified their service would be needed, rooms were secured for the homeless who were under care of the Red Cross and the Salvation Army, American Legionnaires, and Veterans of Foreign Wars were called out for patrol duty, the fire and police departments were aided in transmitting public messages and instructions, out-of-town residents were notified of the safety of friends and relatives, the telephone and telegraph companies were assisted in delivering messages.

The entire staff remained on duty throughout the night and for a 26-hour period while the program switched back and forth between informative and organization phases.

The day after the disaster found both phases in full progress. In addition the station had fully planned and inaugurated its program of appeals for outside assistance and had offered its facilities for contributions. Advertisers made outright gifts of their time.

Twenty-five newspapers in the Piedmont area of North Carolina, who had participated in a regular program, *Our Neighbors*, for some months, were named agencies for collection of out-of-city funds. They served efficiently. Contributions poured into the station itself and in brief time over $10,000 was received.

"An invaluable aid," said Eli Oettinger, president of the Greensboro Chapter of the American Red Cross. "You carried the news of distress to thousands and brought us immediate donations of funds, food and clothing which we could not otherwise have received," said N. S. Calhoun, treasurer of the Red Cross funds.

In the ensuing days WBIG was a major factor in overfilling the local budget for $50,000, for immediate relief of suffering. Thereafter it performed a signal part in securing a more substantial fund for rehabilitation of those homeless and without means to house themselves.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

A NEW DEPARTMENT . . .

Transco takes more than ordinary pride and pleasure in announcing that Clyde L. Woods has arrived in Hollywood to take charge of its new Department of Station Relations.

Radio people everywhere know of Mr. Woods through his activities as Commercial Manager of WGAR and later WJAY. More recently he has been a radio account executive with Humphrey, Prentke and Associates, a Cleveland agency.

His varied capabilities in the field of radio will be fully utilized in organizing and conducting the new Department of Station Relations which will combine all the work the Radio Transcription Company of America has to aid and assist client stations in merchandising transcribed programs to local sponsors. It will incorporate many new ideas and methods so that broadcasters may more efficiently and successfully sell programs to the sponsor and he, in turn, can market his merchandise.

Mr. Woods' services are at the disposal of present and potential clients of the organization. You will hear from him soon. In the meantime, write him direct if you have any problems that are particularly pressing or urgent.

●

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE
1509 N. Vine Street

CHICAGO OFFICE
666 Lake Shore Drive

Boy What a Kick!

It's a downright shame that it took something as devastating as a record-breaking flood to clear the "sleepers" out of some folks' eyes and set them right on just how important radio broadcasting is to the country.

To have had the opportunity of a lifetime to serve four million odd listeners in a time of unprecedented peril thrilled us beyond measure — Boy, oh boy! What a kick! But long before the 1936 flood struck our peaceful Ohio River shores, WWVA had been doing things to earn the right to the title "The Friendly Voice from out of the Hills of West Virginia"! That's exactly why we were able to meet the emergency with such overwhelming results. Folks know us—believe us—and respond to our urgent pleas for help.

These same friendly WWVA listeners respond in much the same manner to our "commercials". And that ought to be really good news for every advertiser interested in talking to the folks in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

West Virginia Broadcasting Corp.

Hawley Building
WHEELING, W. Va.

●

Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
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Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

WTAR
NORFOLK, VIRGINIA
Nat'l Representatives: Edward Petry & Co.

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RADIO EXECUTIVES

who require the services of Technically Trained

RADIO ENGINEERS:

Among our ambitious, hard-working students, we have just the man you are looking for to fill your most exacting requirements, and we charge you nothing for getting you together. Our reward is derived from the satisfaction of seeing GOOD MEN find GOOD JOBS in any of the phases of Radio Engineering.

Several of these young men will soon graduate from CREI. You are invited to write for detailed discriptions.

Free Catalog on Request
Describing Our Radio Engineering Courses

CAPITOL RADIO
ENGINEERING INSTITUTE
14th and Park Rd. Dept. B-4
WASHINGTON, D. C.

CREI

Story of Service Marked Activities Of KDKA in Flood

Pioneer Station Is Center of Pittsburgh Relief Campaign

IT MAY have happened almost a month ago, but the story of KDKA's heroic broadcasts during the March disaster is still being told. Right in the thick of it was Lynden Morrow, and his thrilling account is presented here:

BY LYNDEN MORROW
KDKA, Pittsburgh

THE St. Patrick's Day Flood of 1936 made itself felt at KDKA before the waters of the Monongahela and Allegheny rivers at their confluence rose to damaging heights. But the effect at that time was a matter of sending a crew to Johnstown for a remote broadcast depicting scenes at that flood-doomed city.

The next morning, however, with the water at the Point of Pittsburgh's Golden Triangle rising at the rate of half-a-foot an hour, essential personnel at the studios found themselves unable to reach the city at their usual times. Ed Schaughency, "Getter - Upper" on the *KDKA Musical Clock*, was delayed a full hour, but the station opened on time and the normal schedule was maintained until 3:55 p. m., March 18.

At that moment electric power in the Grant Building was cut off, not to be restored fully until 10 a. m. March 21. Even with no light, the station carried on aided by candles, oil lamps and flashlights, the only serious interruption occurring in the use of electrical transcriptions and other recorded programs. There being no current, the turntables were useless.

Heat had been the first to go. It was turned off at 4:15 a. m. March 18 and as outside temperatures hovered at freezing and lower, the staff at KDKA gathered in the foyer for what little warmth remained there. With permission of the insurance company, the Grant Building supplied half-a dozen open flame oil burners and these were the only source of heat until Tuesday, March 23.

Electric current, enough to supply a few light outlets in one studio, control room and foyer, was supplied by an emergency motor-generator unit hurriedly set up in the basement. It went into operation at 9:05 p. m. March 18, and was the first of three units used until the light company restored the usual current.

All of the 40 members of the KDKA staff were at one time or another engaged in emergency duties during the flood period. Shifts were set up so that about half were able to remain until the sign-off at 1 a. m. Even with shifts established, however, many of the staff worked from 12 to 18 hours daily.

The Only Contact

WITH communication facilities throughout the flood stricken areas almost totally wrecked and with local newspapers unable to print at their own plants, KDKA fell into the position of being the only contact between Pittsburgh and the outside world.

Working closely with the American Red Cross, the station was a clearing house for messages regarding food, clothing and medicine both to and from flooded sections. The station was used as the mouthpiece of city, county and state officials, and officials of water, light and power companies. Statements from these sources were read and repeated throughout the hours, and in many cases the officials themselves came to the studios for personally delivered advice, warning or reassurances.

It is estimated that 4,300 messages were sent over the air from the studios during the flood and in the early rehabilitation period. With the exception of appeals for help, and offers of homes and supplies, all important statements, bulletins and warnings were received from official sources such as city and state departments of health; city public safety department; governor's offices and the executive offices of the city of Pittsburgh.

Not a Silent Moment

NOT ONCE during the flood period was KDKA off the air. From its own studios in the Grant Building programs were fed to and taken from the network, and were broadcast locally. With a few exceptions when the station opened later than its accustomed 6:45 a. m. the normal schedule was maintained. Log sheets disclose that for the entire week of the flood, total time on the air was 123 hours, 11 minutes. The normal seven-day time total is 126 hours.

The major service rendered by KDKA during the flood was the transmission of messages the effect of which was to link those needing supplies with those having them to give. As a typical example of the efficacy of the service, a call came from Tarentum, hard-hit river town, for a motor to operate a generator for lighting. Need of a motor was all that stood between well directed rescue efforts and blind groping. The appeal was broadcast over KDKA and within 25 minutes another message was received and transmitted stating that a motor was on its way to Tarentum by truck.

And again, when a call was issued by doctors in charge of an emergency children's hospital in the McKees Rocks "Bottoms"—a call for emergency lighting plant—it was thrice answered within an hour.

With the staff of KDKA stationed at batteries of telephones and typewriters, a systematic message service was established. Up to 4:30 p. m. on March 18, the ten trunk lines into the KDKA switchboard were constantly busy handling the vanguard of the coming deluge of calls. But at 4:30 the switchboard went out and service was at a standstill.

By 9 o'clock the next morning three of the trunk lines were functioning, and within three hours all ten were in operation. Outgoing calls, with the exception of those of utmost emergency, were not permitted. By noon Sunday, com-

WEEI to Be Moved

AS SOON as CBS takes over WEEI, Boston, it will seek a new site for the station's transmitter in lieu of the present location at Weymouth, just outside Boston. This was learned from an official CBS source, which added that CBS engineers will shortly begin surveying for the new site. WEEI operates with 1,000 watts on 590 kc., but it is planned to install a new 5,000 - watt plant.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents
Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interchangeable with U. V. 857 and W. E. 286A)

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

ACCURACY

Government "Pink Slips"
? ? ? ? ?

NOT with our TRU-AXIS, low temperature coefficient "AT" Crystals or accurate Frequency Measurements.

TRU-AXIS Crystals, mounted in precision Isolantite air-gap holder with micrometer adjustment.....$37.50

Frequency Measurements:

Single Measurement..$1.75 Each
Once-a-week service.. 5.00 Per Month

COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

Hawaiian Island Radio Coverage does not cost—IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

plete service was restored. During the worst days of the flood, the board was constantly lighted with incoming calls from 9 a. m. to 1 a. m.

Calls of many descriptions were handled. But chiefly they concerned directions for supply convoys; appeals for aid; offers of homes for refugees; donations and benefits; location of drinking water supplies, and official statements regarding health, safety and sanitation.

Among the speakers who appeared at the studios for broadcasts were Governor Earle of Pennsylvania; Mayor McNair of Pittsburgh; Dr. Ray P. Moyer director of the city department of public health; Thomas Dunn, director of the city department of public safety; Jacob Shulgold, assistant district attorney, and Maurice Reddy, national Red Cross representative in charge of relief work at Pittsburgh. Messages from other officials also were read over the station, including those from the state department of health; Allegheny County courts; Red Cross headquarters, and various public and semi-public institutions.

Approximately 200 messages received at KDKA were destined for the Red Cross, and these were relayed to local headquarters hourly by Boy Scout messengers.

The extent of KDKA's audience during the flood period will never be known, but letters congratulating the staff on its work in the emergency have poured in from all over the country. Reception in Allegheny and Beaver counties was, of course, at a minimum due to electric current failure over a period of three days. However, counties outside these two, which were supplied by other power companies, had uninterrupted service, and even in the affected counties, hundreds of battery and auto receiving sets were placed in operation and throngs gathered at the speakers.

Perhaps the general sentiment concerning KDKA's part in the disaster may best be summed up by quoting an article from the Erie (Pa.) *Dispatch-Herald*: "Probably no radio station in history has had so many listeners steadily as KDKA of Pittsburgh during the past few days . . . the station has operated 24 hours a day giving flood bulletins and acting as a clearing house for all news of the Pittsburgh area, and its staff deserves a flock of orchids."

Warner Situation

(*Continued from page 26*)

suits. There was a batch filed against 21 stations and 19 restaurants and hotels on March 27. This, according to available records, brings the total number of suits against stations up to 153 with the amount of overall damages hovering around the $4,000,000 mark. That is because in the majority of cases the $5,000 maximum infringement penalty is sought, as against the statutory minimum of $250 in the law.

The March 27 suits were as follows: Harms Inc., against WMCA, alleging infringement of *The Continental* and *Deep in the Arms of Love*, asking $10,000; Remick against WBIG, Greensboro, N. C., *Whistle and Blow Your Blues Away*, asking $250; Remick against WCOA, Pensacola, *I'm Looking for a Four Leaf Clover* and *Whistle and Blow Your Blues Away*, asking $500; Harms against WGBB, Freeport, N. Y., *I'm Just an Ordinary Human*, asking $250; Remick against WIBA, Madison, Wis., *Put on Your Old Grey Bonnet*, asking $5,000; Remick against KGU, Honolulu, *Put on Your Old Grey Bonnet*, asking $5,000; Witmark against W1XBS, Waterbury, Conn., *That Old Irish Mother of Mine* and *In a Shanty in Old Shanty Town*, asking $500; Remick against W1XBS, Waterbury, *Avalon*, asking $250; Witmark against WSMB, New Orleans, *Lulu's Back In Town*, asking $5,000; Remick against WGST, Atlanta, *Whistle and Blow Your Blues Away*, asking $5,000; Remick against WOWO, Fort Wayne, Ind., *My Isle of Golden Dreams*, asking $5,000; Harms against KTFI, Twin Falls, Idaho, *Toddlin' Along With You*, asking $250; Remick against KPO, San Francisco; KOA, Denver; KTAR, Phoenix, Ariz.; WDAY, Fargo, N. D., and KFYR, Bismarck, N. D., alleging infringement of *Put on Your Old Grey Bonnet*, and asking $5,000 from each station; Remick against KSOO, Sioux Falls, S. D., *When the Pussywillow Whispers To the Catnip*, asking $250, and Remick against WCHS, Charleston, W. Va., *To Call You My Own, I Need Lovin, I Can't Go on Like This* and *Put on Your Old Grey Bonnet*, asking $1,000.

And Still More Suits

ON APRIL 8, Warners announced the filing of 36 additional infringement suits, 15 against stations and the balance against night clubs and restaurants. They were: T. B. Harms against WHIO, Dayton, *You've Got What It Takes* and *Two Hearts Carved on a Lonesome Pine*, asking $10,000 and Harms Inc., against WHIO *Trav'lin' All Alone*, asking $5,000; Remick against WIS, *Sweet Georgia Brown*, asking $250; Harms Inc. against WGAL, Lancaster, Pa., two alleged uses of *Sleepy Valley*, asking $500; Remick against WOWO, *Breezin' Along With the Breeze*, asking $5,000; Harms Inc. against WIRE, Indianapolis, *Spin A Little Web of Dreams*, asking $5,000; Witmark against WSAR, Fall River, Mass., *When Irish Eyes Are Smiling*, *That Wonderful Mother of Mine*, *I Live for Love*, *Then I Shan't Love You Any More*, *Love Will Live On*, *The Rose in Her Hair*, *Lullaby of Broadway* and *About a Quarter to Nine*, asking $2,250; Witmark against WSGN, Birmingham, *Flag That Train to Alabam'*, asking $250; Harms against KSOO, Sioux Falls, S. D., *Brother Can You Spare A Dime*, *You're a Builder Upper* and *Let's Put Out The Lights and Go To Sleep*, asking $750; Harms against WSAZ, Huntington, W. Va., *The Continental*, *A Needle In a Haystack*, *Take This Ring*, *I Was Taken By Storm*, *London On a Rainy Night* and *I'm Just An Ordinary Human*, asking $2,250; Remick against WTOC, Savannah, *Sweet Georgia Brown*, *Just A Little Bit of Love* and *The Lady in Red*, asking $1,500; Witmark against WESG, Elmira, N. Y., *California, Here I Come*, asking $5,000; Harms against WSOC, Charlotte, *Speak Easy*, asking $250; Witmark against WENR, Chicago, *My Wild Irish Rose*, asking $5,000; Harms against WGST, Atlanta, *Where Am I*, asking $5,000.

NBC will broadcast the first British amateur hour on May 1 over the WJZ network. The British program policy will permit competitors to stay through their allotted time, no gong being used. Performers on the series will represent all sections of the British Isles.

N. Y. Musicians' Boycott

(*Continued from page 27*)

Irving Mills Inc., and about a dozen other publishing houses have signed contracts with the union.

Of the publishing houses the union is asking a basic wage scale of $50 per week for copyists; $75, for musical arrangers and proofreaders; $100 for supervisors, and a 35-hour week, along with a Local 802 identification stamp on all music manuscripts. Autographers and lithographers unions, it is reported, also have gone out on strike against the publishers in sympathy with the musicians.

How effective the boycott will be remains problematical at this time. Mr. Paine, who has been in Washington attending the Patent Committee hearings on the Duffy Bill, indicated that he would name a committee to meet with the union and attempt to adjust the differences. If no agreement is reached by April 15, he indicated, he would enter the negotiations himself.

Programs scheduled over the networks and independent stations as far as two or three weeks in advance, it was said, would in no wise be affected by the boycott order. Thus, it was indicated that, aside from the smaller band leaders, the effects of the strike would not be felt by radio until toward the end of April, assuming no agreement is reached with MPPA in the meantime.

ROBERT SCHULZ, commercial manager of WDAY, Fargo, N. D., is the father of a baby girl born recently.

Scientific RADIO SERVICE CRYSTALS

are recognized the world over for their Dependability, Output and Accuracy of Frequency.

All Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01%.

LOW TEMPERATURE COEFFICIENT CRYSTALS

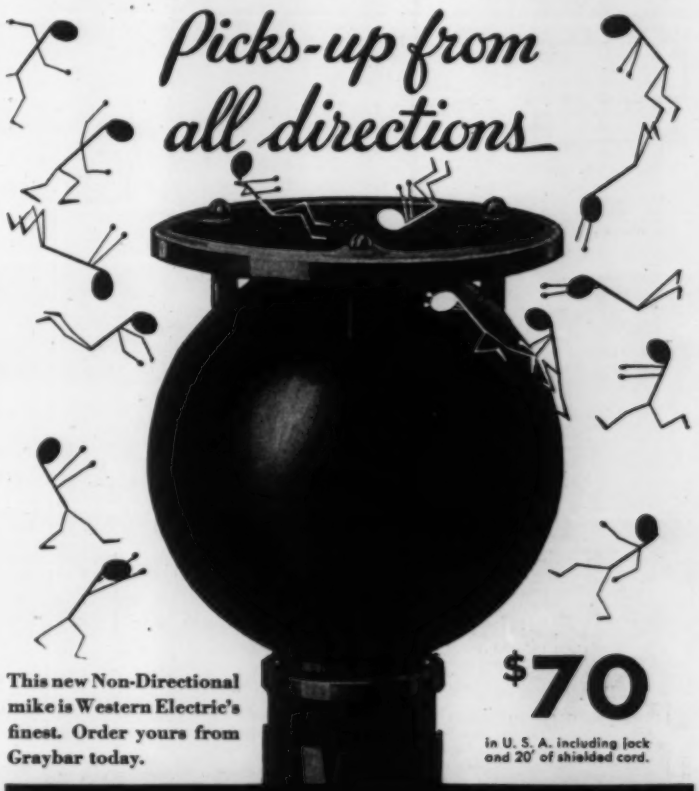
Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-462 for price list.

Scientific RADIO SERVICE
124 Jackson Ave., University Park, Hyattsville, Md.



This new Non-Directional mike is Western Electric's finest. Order yours from Graybar today.

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Distributed by GRAYBAR Electric Company

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

MARCH 31 TO APRIL 11, INCLUSIVE

Decisions . . .

APRIL 3

APPLICATIONS GRANTED:

WMAZ, Macon, Ga.—CP aux. trans.

KWSC, Pullman, Wash.—CP change equip., increase 2 to 5 kw D.

KFJB, Marshalltown, Ia.—CP change equip.

WCLO, Janesville, Wis.—CP change equip., new antenna, increase 100 to 250 w D, move trans. locally.

WSBC, Chicago—CP move trans. locally, erect vertical radiator.

WJAR, Providence—Modif. CP re equip.

WHDH, Boston—Temp. license for CP change equip.

WSYR, Syracuse—Modif. CP move trans. locally.

KIEM, Eureka, Cal.—License for CP new equip., change from 100 to 500 w, move trans.

WSAI, Cincinnati—License for CP move trans., change equip.

WCRW, Chicago — Modif. license re hours.

KFYO, Lubbock, Tex.—Consent vol. assign. license to Plains Radio Brdcstg. Co.

W9XOK, St. Louis—License for CP gen. exp. 100 w.

SET FOR HEARING — NEW, Maine Brdcstg. Co. Inc., Portland; WMT, Cedar Rapids; WLBZ, Bangor, Me.; WEDC, Chicago; KFBB, Great Falls, Mont.; WNBC, New Britain; KGFG, Oklahoma City; WHDL, Olean, N. Y.; NEW, Tribune, Great Falls, Mont.

SPECIAL AUTHORIZATIONS—WIOD-WMBF, Miami, extension temp. auth. temp. antenna; WMFI, Daytona Beach, extension spec. auth. RCA Victor 100-E trans.

ACTION ON EXAMINERS REPORTS:

NEW, Eastern States Brdcstg. Corp., Bridgeton, N. J.—Remanded docket further hearing.

NEW, KWIL Brdcstg. Co., Williston, N. D.—Denied CP 1500 kc 100 w spec, reversing Examiner Dalberg.

NEW, Mid-Central Brdcstg. Co., Kansas City—Denied CP 1370 kc 100 w unltd., sustaining Examiner Hyde.

KWKC, Kansas City—Applic. license renewal set for further hearing.

KRSC, Seattle—Denied CP move trans, change equip., increase 100 to 250 w, unltd., reversing Examiner Seward.

NEW, E. F. & S. F. Sapp, Waycross, Ga.—Granted CP 1200 kc 100 w unltd., sustaining Examiner Hyde.

WRBL, Columbus, Ga.—Granted renewal, sustaining Examiner Hill.

WCMI, Ashland, Ky.—Dismissed with prejudice applic. CP new equip., change from 1310 to 1350 kc, increase from 100 w to 1 kw unltd., sustaining Examiner Seward.

WDAE, Tampa, Fla. — Granted CP change equip., increase from 1 kw N 5 kw D, sustaining Examiner Hyde.

NEW, Thames Brdcstg. Corp., New London—Granted CP 1500 kc 100 w D, sustaining Examiner Walker.

NEW, Fountain of Youth Properties Inc., St. Augustine, Fla.—Granted CP 1210 kc 100 w unltd., sustaining Examiner Hyde.

MISCELLANEOUS — W P H R, Petersburg, and WMBG, Richmond, denied postponement in taking depositions; WPRO, Providence, denied reconsid. grant applic., redesignated for hearing; St. Petersburg C. of C., denied rehearing; WDSU, New Orleans, granted petition to file answer to notice of appearance; W9XBY, Kansas City, granted auth. intervene applic. WHB; KTFI, Twin Falls, Id., overruled motion amend bill of partic.; WJBO, Baton Rouge, granted autho. intervene WISN applic.; WFEA, Manchester, N. H., action of FCC March 27 should have read: "Granted spec. auth. erect new antenna & ground system, signal must meet FCC requirements, applic. renewal still pending"; NEW, Continental Radio Co., Toledo, CP in docket amended to 1200 kc 100 w D only.

APPLICATIONS DISMISSED — K H Q, Spokane, applic. CP 590 kc 5 kw unltd.; KFDY, Brookings, S. D., applic. modif. license dismissed.

RATIFICATIONS:

WBAX, Wilkes-Barre — Granted exten. auth. reduced power.

WDAE, Tampa — Granted exten. exp. auth. 2½ kw D.

WBNY, Buffalo—Granted exten. program test.

KFKA, Greeley, Col.—Same.

NEW, Continental Radio Co., Toledo—Requirements of Rule 104.6(b) waived, applic. continued on docket.

APRIL 7

APPLICATIONS GRANTED:

WEED, Rocky Mount, N. C.—CP change equip., increase 100 to 250 w D.

KIRO, Seattle — Modif. exp. auth. increase 500 w to 1 kw 710 kc unltd.

WORL, Needham, Mass.—Modif. license move studio to 610 Beacon St., Boston.

KLZ, Denver—Modif. license change name to KLZ Brdcstg. Co.

KIDW, Lamar, Col.—Consent vol. assign. license to Southwest Brdcstg. Co.

KICA, Clovis, N. M.—Consent vol. assign. license to Western Broadcasters Inc.

KVOE, Santa Ana, Cal. — CP change antenna, trans. & studio sites 2825 W. 5th St.

WPFE, Hattiesburg, Miss. — CP new equip., move studio locally.

WIBA, Madison, Wis.—License for CP change equip., directional antenna, increase to 5 kw D 1 kw N 1280 kc.

WAIM, Anderson, S. C. — CP change equip., freq. from 1200 to 630 kc, power from 100 w unltd. to 1 kw D.

KMPC, Beverly Hills, Cal.—Renewal license.

KFJZ, Fort Worth—CP new equip., increase 100 to 250 w.

WRAW, Reading—License for CP new equip., move trans. locally.

W4XCA, Memphis—Modif. CP increase 50 to 250 w.

SET FOR HEARING — NEW, H. L. Corley, Trinidad, Col.; NEW, Rapids Brdcstg. Co., Cedar Rapids, Ia.; NEW, Jack E., Mrs. Jack E. and Jack E. Brantley Jr., Savannah; NEW, Chattanooga Brdcstg. Co., Chattanooga; NEW, A. Earl Cullum Jr., Dallas.

ACTION ON EXAMINERS' REPORTS:

NEW, Charles C. Theis, Wichita—Granted CP 1210 kc 100 w unltd., sustaining Examiner Seward.

KMA, Shenandoah, Ia.—Granted modif. license to unltd. (facilities KGBZ) 930 kc 1 kw 2½ kw LS and granted renewal, sustaining Examiner Hill.

KGBZ, York, Neb.—Denied renewal license 930 kc 1 kw 2½ kw LS Sh.-KMA, denied modif. license for facilities KMA, sustaining Examiner Hill.

NEW, Big Springs Brdcstg. Co., Big Springs, Tex.—Granted CP 1500 kc 100 w unltd.

NEW, North Texas Brdcstg. Co., Paris, Tex.—Granted CP 1500 kc 100 w D.

NEW, Plainview Brdcstg. Co., Plainville, Tex.—Denied CP 1500 kc 100 w D, sustaining Examiner Bramhall.

KGHL, Billings, Mont.—Granted modif. license 950 to 780 kc 1 kw 2½ kw LS unltd., sustaining Examiner Seward.

KSOO, Sioux Falls, S. D.—Denied modif. license 1110 to 780 kc, change power, change hours to spec., sustaining Examiner Seward.

KDFN, Casper, Wyo.—Denied modif. license 1420 to 780 kc, increase power, change hours to spec., sustaining Examiner Seward.

KRFN, Casper, Wyo.—Denied modif. license 1440 to 780 kc 500 w unltd., sustaining Examiner Seward.

KEHE, Los Angeles—Granted CP change trans., studio sites, increase 500 w 1 kw LS to 1 kw 5 kw LS, unltd., reversing Examiner Seward.

NEW, Robert E. Cole, Washington, Pa.—Denied CP 1350 kc 250 w D, sustaining Examiner Dalberg.

WADC, Tallmadge, O. — Granted CP change equip., increase 2½ to 5 kw D 1 kw N, sustaining Examiner Dalberg.

APPLICATIONS DISMISSED — WRAX, Philadelphia; WPEN, Philadelphia.

APPLICATIONS DENIED—KSJC, Perkins Bros. Co., Sioux City, Ia., denied temp. auth. unltd.; KMBC, Kansas City, denied spec. auth. 5 kw N to overcome XEAW interference.

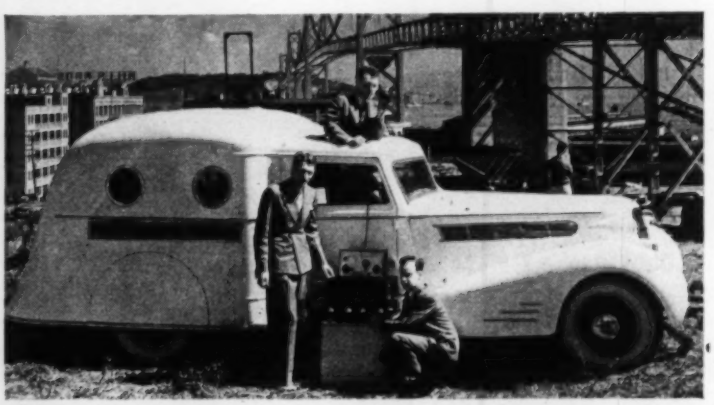
ORAL ARGUMENT GRANTED (June 11)—NEW, Merced Star Pub. Co., Merced, Cal.; Valley Elec. Co., San Luis Obispo, Cal.; E. E. Long Piano Co., San Luis Obispo.

MISCELLANEOUS—NEW, William A. Schall, Omaha, denied reconsideration rejection of applic. CP and alternate that applic. be referred back to examiner; KGCX, Wolf Point, Mont., petition reconsid. action 3-3-36 set for oral argument; WLBL, Stevens Point, Wis., reinstated applic. CP increase 2½ to 5 kw D; WJAC, Johnstown, Pa., denied reconsideration and grant applic. move trans., change equip., increase power; Steffens Ice & Ice Cream Co., Wichita, overruled petition intervene applic. Chas. C. Theis; KFH, Wichita, granted motion to have KFBI applic. defaulted and denied; KFBI, Wichita, granted auth. take depositions re applic. auth. new station at Wichita; NEW, Hammond-Calumet Brdcstg. Co., Hammond, Ind., denied reconsideration and grant applic. CP 1480 kc 5 kw D; Continental Radio Co., Toledo, overruled demurrer to pleading of Community Brdcstg. Co., which seek new station in Toledo, hearing April 27.

RATIFICATIONS:

KQV, Pittsburgh—Granted temp. auth. simul.-WSMK April 6 flood benefit.

WSAI, Cincinnati—Granted temp. auth. extend program tests.



POWERFUL SHORTWAVE CAR—KFRC, San Francisco, is ready to put its shortwave pickup car into service. Pictured is Harrison Holliway, manager of the station, at the microphone, atop the car, with Murray Bolen, (left) studio engineer, and Alan Cormack, (right) technical director, testing the car at the San Francisco Bay Bridge, now under construction. The car, a 16-cylinder Cadillac, white, chromium and of special body design, was constructed at the Don Lee plant. It is equipped with a 100 watt medium frequency transmitter which has been given the call letters KABB. Transmitter has been licensed to operate on frequencies of 1646, 2090, 2190 and 2830 kilocycles. The car is also equipped with ultra-high frequency which include a "pack transmitter" which the announcer can carry around while covering an event. Short wave contact will be made with KFRC. Installation of all shortwave equipment was under the supervision of Mr. Cormack.

Examiners' Reports . . .

NEW, Edwin A. Kraft, Fairbanks, Alaska; NEW, John A. Stump, Fairbanks, Alaska — Examiner Hill recommended (I-213) that applic. Edwin A. Kraft for CP 950 kc 250 w unltd. be denied; that applic. John A. Stump for CP 1210 kc 100 w 250 w LS unltd. be granted.

NEW, Winona Brdcstg. Co., Emmons L. Abeles, sec., Winona, Minn.; Mankato Brdcstg. Co., Emmons L. Abeles, sec., Mankato, Minn.; Ford Dodge Brdcstg. Co., Emmons L. Abeles, sec., Fort Dodge, Ia.; Clinton Brdcstg. Co., Emmons L. Abeles, sec., Clinton, Ia.; Hastings Brdcstg. Co., Emmons L. Abeles, sec., Hastings, Neb.; Grand Island Brdcstg. Co., Emmons L. Abeles, sec., Grand Island, Neb.; Appleton Brdcstg. Co., Emmons L. Abeles, sec., Appleton, Wis.; Wausau Brdcstg. Co., Emmons L. Abeles, sec., Wausau, Wis.; Northern Brdcstg. Co. Inc., Wausau, Wis. —Examiner Seward recommended (I-214) that each of these nine applications for 100 w unltd. stations be denied.

WPAR, Parkersburg, W. Va.—Examiner Bramhall recommended (I-215) that applic. CP increase from 100 w to 100 w 250 w LS be denied.

NEW, Mason City Broadcast Co., Northern Iowa Brdcstg. Co. Inc. and Mason City Globe-Gazette Co., Mason City, Ia.—Examiner Dalberg recommended (I-216) that first two applications for 100 w stations 1420 kc full time be denied; that application Mason City Globe-Gazette Co. be granted, 100 w 1210 kc unltd.

Applications . . .

MARCH 31

NEW, Edward E. & Robert A. Howe, Honolulu — CP 1210 kc 100 w 250 w unltd.

WKAQ, San Juan, P. R.—Modif. license from one-half time to unltd.

WMBQ, Brooklyn—CP new equip.

NEW, Lillian E. Kiefer, Brooklyn—CP 1500 kc 100 w spec. (facilities WMBQ)

NEW, Sweetwater Brdcstg. Co., Sweetwater, Tex.—CP 1260 kc 100 w unltd. amended to 1310 kc D.

NEW, Neil O. Davis, F. M. Gleason d/b N. Ga. Brdcstg. Co., Rossville, Ga.—CP 1200 kc 100 w unltd.

NEW, Central States Brdcstg. Co., Omaha—CP gen. exp. 100 w.

KFVD, Los Angeles—Vol. assign. license to Standard Brdcstg. Co.

APPLICATIONS RETURNED—WQAM, Miami; WCLO, Janesville, Wis.

APRIL 1

W2XR, Long Island City—Vol. assign. license to Interstate Brdcstg. Co. Inc.

NEW, Continental Radio Co., Toledo—CP 1210 kc 100 w 250 w D unltd., amended to 1200 kc 100 w D.

WRAW, Reading, Pa.—License for CP new equip., move trans.

WHAT, Philadelphia—Amend CP applic. trans. site Glen Rd., Lower Merion Twp., directional.

WPFB, Hattiesburg, Miss. — CP new equip., move studio locally.

WIBA, Madison, Wis.—License for CP change equip., new antenna, increase power.

KHQ, Spokane — Modif. CP change equip., increase from 1 kw 2 kw D to 1 kw 5 kw D, move trans. locally, extend completion.

APPLICATIONS RETURNED—WHDH, Boston; WGH, Newport News, Va.

APRIL 3

NEW, John E. Fetzer, Benton Harbor, Mich.—CP 1500 kc 100 w 250 w D unltd. amended to 250 w D only.

WHBC, Canton, O.—Modif. CP re equip.

KALB, Alexandria, La.—Auth. transfer control to W. H. Allen.

KOOS, Marshfield, Ore.—Cp change equip., move trans. locally.

NEW, KLA Inc., La Grande, Ore.—CP 1100 kc 250 w D.

KIUJ, Santa Fe—Vol. assign. license to J. Laurence Martin.

APRIL 6

WTAR, Norfolk, Va.—CP change aux. equip.; CP increase from 500 w 1 kw N to 1 kw D & N, directional antenna N, move trans. locally.

NEW, Brownwood Brdcstg. Co., Brownwood, Tex.—CP 1210 kc 100 w unltd. amended to 1370 kc D.

APPLICATIONS RETURNED — NEW, Asheville Daily News, Asheville, N. C.; KUOA, Fayettesville, Ark.

APRIL 8

WARD, Brooklyn—Vol. assign. license Kings Brdcstg. Corp.
WLTH, Brooklyn—Vol. assign. license Kings Brdcstg. Corp.
APPLICATIONS RETURNED — NEW, Brunswick Pub. Co., Brunswick, Me.; NEW, Broadcast Service Co., Troy, Ala.; KFPY, Spokane; NEW, Skagit Brdcstg. Assn., Mt. Vernon, Wash.

APRIL 9

NEW, Escanaba Daily Press Co., Escanaba, Mich.—CP 1500 kc 100 w D.
WHIS, Bluefield, W. Va. — License for CP new equip., move trans.
WKY, Oklahoma City—CP new equip., increase 1 to 5 kw, move trans. locally, amended to 1 kw 5 kw D, change antenna.
WPTF, Raleigh, N. C. — License CP move aux. trans.
KSD, St. Louis—Modif. license from Sh.-KFUO to unltd., amended to ask KFUO facilities.

APRIL 10

WHDH, Boston—License used old trans. & aux.
NEW, KMJB Brdcstg. Co., Minot, N. D.—CP 1200 kc 1 kw unltd., facilities KOPM, amended to 1450 kc.
WSBT, South Bend, Ind. — CP change equip., etc., amended re trans. site, use directional antenna N.

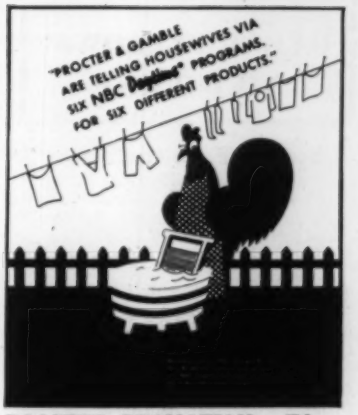
APRIL 11

NEW, William F. Kollecker, Pittsfield, Mass.—CP 1290 kc 250 w D.
NEW, Cadillac Brdcstg. Corp., Dearborn, Mich.—CP 1140 kc 500 w D.
WQAM, Miami—License for CP new equip. & aux. trans.
NEW, Southern Brdcstg. Corp., New Orleans—CP 1200 kc 100 w Sh.-WJBW, asks WBNO facilities.
WMAZ, Macon, Ga.—Exp. auth. unltd., directional.
KFIZ, Fond du Lac, Wis.—Modif. license to unltd.
NEW, J. L. Statler—Auth. transmit programs to Canada and Mexican stations.
APPLICATIONS RETURNED — NEW, Owensboro Brdcstg. Co., Owensboro, Ky.; NEW, Voice of Detroit Inc., Detroit; WGPC, Albany, Ga.; KFPY, Spokane.

New WLW Technical Chief

Mr. Rockwell

RONALD JAMES ROCKWELL, radio development engineer of the Crosley Radio Corp. since 1930, has taken over the duties of technical supervisor of WLW and WSAI, Cincinnati, succeeding Joseph A. Chambers, who resigned April 1 to enter consulting practice in Washington. Mr. Rockwell, prior to joining Crosley, was with the Steinite Co., Fort Wayne, Ind., radio manufacturers, and prior to that with General Electric Co., Schenectady, handling microphone design.



ROOSTER PROMOTION — Edgar Kobak, then NBC vice president in charge of sales, started something Feb. 3 when he released a rooster as a symbol of daytime hours during an NBC sales breakfast. Now the rooster is the art theme of a weekly series of NBC broadsides in its daytime sales drive.

Mike Moments

HAVE you had a bit of terrorizing embarrassment during a program? Most stations have run into situations that take quick thinking.

"MR. RUBINOFF will now play one of his popular selections on his Stradivarius, 'After Dark'. Chevrolet presents Rubinoff!"

That, or awful close to it, was Graham McNamee's announcement March 28 on the Chevrolet NBC-WEAF program.

Soft strings of Rubinoff's orchestra slid into a thematic suggestion of Beethoven in one of his lighter moments.

"Instead Mr. Rubinoff will present the Beethoven 'Minuet in G', you all love," said Graham, thinking fast. Sure enough, it was the "Minuet".

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VERSATILE / IDEAL FOR ALL CONDITIONS

The Amperite SR-80 Velocity, when in vertical position, has widest angle of pickup without frequency discrimination.
Permits 360° pickup when lowered and tilted until parallel to floor.
Same position provides narrow angle (X in diag.*) which can be used to eliminate undesirable noises.

NEW: POSITIVE, SMOOTH-ACTION STANDS! Write for Bulletin SM-1.

FREE TRIAL You are invited to conduct a Two Weeks' Free Trial of the SR-80 and accessories. No deposit. No obligation. Write us today.

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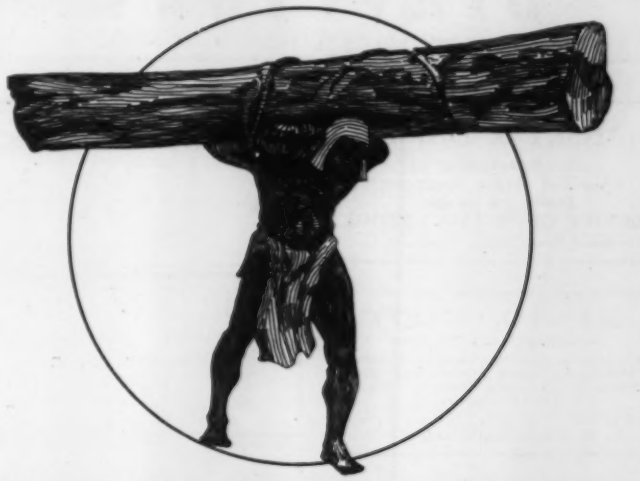
*Diagram shows angle of pickup without frequency discrimination of various types microphones.

AMPERITE Velocity MICROPHONE

IDEAS OF PORTABILITY



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Time has ticked off many a year since man was his own mode of transportation on a savage earth. Modern machinery and methods have found swifter, more efficient substitutes. The Presto Instantaneous Recorder has been fashioned to tie in with these modern concepts of speed and compactness. The PRESTO INSTANTANEOUS RECORDER makes obsolete all bulky, large, unwieldy and expensive stationary equipment. It fits into a multiplicity of jobs around the studio and quickly amortizes the initial investment.

HERE IS HOW YOU CAN TAKE ADVANTAGE OF THIS MOST MODERN UNIT OF STATION EQUIPMENT: Just a few of the duties the Presto Recorder has been put to by progressive station owners and managers are:

★ STATION "A" . . . records all the spot broadcasts on its breakfast club and musical clock programs. It cost about two dollars a week and leaves the regular announcer free for other work.

★ STATION "B" . . . wanted to broadcast the mayor's speech. A network program was scheduled for the same hour. So they took a Presto recording on a Green Seal Disc at the meeting and the speech went on an hour later.

★ STATION "C" . . . was feeding an important political speech to its network. A local commercial was on at the same time. Presto recording made, and speech broadcast locally, half an hour later.

★ STATION "D" . . . had a half hour commercial program daily. The featured artist was suddenly called out of town. Three programs were recorded the night before he left and the program continued without interruption.

You, too, can enjoy the convenience and money-making potentialities of the Presto Instantaneous Recorder. Communicate with our engineering department for the most economical equipment!

Recently a demand was made in one of the Houses of Congress that all speech broadcasts be permanently recorded at the stations from which they emanate. This demand may soon be law. Are you prepared?

ALSO MANUFACTURERS OF THE PRESTO GREEN SEAL DISC. Complete details and information on the Presto Green Seal Disc and recording and transcription needles gladly furnished on request.

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WCKY Seeks 50 kw.

AN APPLICATION for authority to increase power from 5,000 to 50,000 watts was filed with the FCC April 6 by WCKY, Cincinnati. The station operates on 1490 kc., a high power regional channel. Duke M. Patrick, Washington attorney, represents the station, and Joseph A. Chambers, former WLW technical supervisor, now practicing in Washington, is acting as consulting engineer.

RCA — WORLD WIDE WIRELESS

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Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

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66 BROAD STREET NEW YORK, N. Y.

OTHER FELLOWS' VIEWPOINT

Spirits Face the Mike

The editors of BROADCASTING, *not authorities on the authenticity of seances, offer the following letter as an interesting description of a novel program.*

To the Editor of BROADCASTING:

We think it might be an unusual news item to advise you that for the first known time in the history of radio, Station CKCL last night after several severe studio tests, produced a Spiritualistic Seance with audible spirit voices.

The broadcast took CKCL's air at 11.30 Monday, March 23rd, and continued on until 1 a. m. the following morning. The broadcast was conducted by one of the world's most noted "deep trance" mediums, Thomas Lacey, of the White Brotherhood of Kitchener, Ont.

The "White Brotherhood" is a group of moneyed men, who spend their leisure hours in their beautiful sanctuary, a 50-acre estate near the Speed River. They have large grounds and residence, and adjoining the estate is a cave, cut out of solid rock by the swirling of the River for centuries, and in this cave their seances are conducted. They claim not to be Spiritualistic, but rather psychic investigators.

The main studio of CKCL was completely sealed and darkened by special drapes and heavy paper, and many of Toronto's notable radio artists, press men, etc., were present.

From a selection of TWELVE, a circle was formed, the medium sat "not in the centre of the circle", as is usually customary, but sat as one of the group.

Presumably "spirit" voices appeared within five minutes after the broadcast had opened, and continued without interruption for the full period of time. These voices were so clearly audible over the air, that the first half-hour of the program was transferred simultaneously to the Royal York Recording Studios by special wire, and every word is audible from start to finish. Psychic phenomena, such as strange, cold blue lights were distinctly seen traveling around the studio walls and ceiling.

The broadcast drew a storm of approval from thousands of listeners, who kept the phones busy all the next day, saying they had never heard anything like it before.

It is pointed out that CKCL engineered this broadcast merely as an experiment, not in promulgation of spirits or their existence, but simply for what it was worth. The station intends to satisfy the plea of so many listeners, and during the next month, broadcast direct from the White Brotherhood Cave by special lines. This is approximately 100 miles from the City of Toronto, and should prove even more interesting than the initial broadcast.

Thought you would like to know this, as it is rather an unusual broadcast. The writer was responsible for its introduction.

MAURICE D. RAPKIN,
Program Director,
CKCL, Toronto.

free!
See Page 2

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DIRECT RECORDING and TRANSCRIPTION EQUIPMENT

New designs to meet the most exacting requirements of performance and stability *at exceptionally reasonable prices.*

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By our *new process*, Direct Recording we can deliver to you, ABSOLUTELY FREE OF CHARGE, intimate talks on Nationally important issues by the Senators and Congressmen from your district.

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CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesman for full time regional station in South Central State with wide farm coverage as well as urban. Salary and Commission. Write Box 471, BROADCASTING.

Situations Wanted

Experienced control and transmitter operator-announcer. College and technical training. Single, 22, best of references. Go anywhere for connection with progressive station. Box 473, BROADCASTING.

Radio writer with thorough knowledge of radio technique desires position with agency, station or transcription company. Capable of creating and building all types of programs. Competent dramatic director and producer. Six years free lance experience. Go anywhere provided there is plenty of work, good salary and opportunity for advancement. References. Box 474, BROADCASTING.

Wanted to Buy—Equipment

New or used UZ-4210 RCA transcription turntable. Address Box 472, BROADCASTING.

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